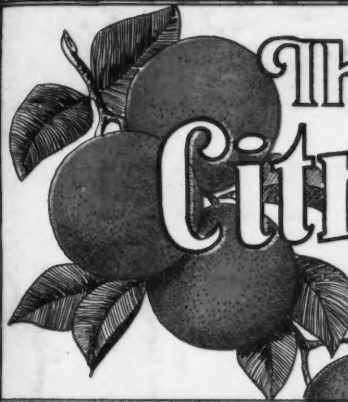


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The Citrus Industry

Issued Monthly

Representative of every Interest
Representing no special Interest

VOL. 6, NO. 1

TAMPA, FLA., JANUARY. 1925

15 CTS. A COPY



It Is What "Blue Goose" Stands For That Makes It Sell So Well

When the American Fruit Growers Inc. adopted the BLUE GOOSE trademark as the emblem of quality, the Company made certain that those in charge of grading and packing operations understood this principle of selling trademarked products:

A clever trademark will often sell an inferior product once, but if the product be inferior the very cleverness of the trademark will cause the buyer to remember it as an indication of inferior goods. On the other hand a clever trademark on a product of real merit will become fixed in the buyer's mind as a reliable sign of superior quality.

Growers will find it interesting to compare prices obtained in the markets on fruit sold under the Blue Goose trade name with prices obtained on fruit under other marks sold on the same day. Every bit of energy and every penny expended in our handling of fruit, from the tree until its sale, are directed solely toward the production of this difference in results.

Growers of good fruit who desire further information will please call at our office, or write us and we shall be glad to have a representative call on you.

American Fruit Growers Inc.

Orlando



Florida

SOUTH FLORIDA FAIR NUMBER

Insecticide SATISFACTION

Our Customers are our Best Salesmen Because They are
ALL SATISFIED CUSTOMERS

The Quality of

EMULSO

THE BETTER SPRAY

For White Fly and Scale Insects Stands Alone

All users of EMULSO know the satisfaction of

SAFETY, EFFECTIVENESS and DEPENDABILITY

Now is the time to consider your dormant spraying on grapefruit for scab, scale insects and white fly. Make your own Bordeaux Mixture and use EMULSO with it. Watch for rust mite on your valencias and late grapefruit, and if you find them, dust with Niagara Sulfodust. We shall be glad to assist you; ask us.

They know that the cost of insecticides is not entirely the price per pound or gallon. Their SATISFACTION is the reason why MORE EMULSO WAS USED THE PAST SEASON IN FLORIDA THAN ANY OTHER WHITE FLY AND SCALE SPRAY

Niagara Sulfodust

for Rust Mite and Red Spider

and

Niagara Vegetable Dusts

For all truck crop diseases and insects

carry the same degree of satisfaction and our same desire to sell results, not just so much material.

These quality materials as well as Niagara Dusting Machines may be obtained from the leading insecticide dealer in each community.

Remember: The slight extra cost of Quality Pays Big Dividends.

Peninsular Chemical Co.

Orlando, Florida

There is every assurance that the Citrus Industry of this state is on a firm substantial footing. The grower may expect fair prices for his product this winter and in the years to come.

The forward looking planter will therefore lay his plans to round out his acreage and right now reserve the choicest trees to insure his getting exactly what he wants.

"Glen Trees Grow"

Glen Saint Mary Nurseries Company

Offices:

Tampa,	Winter Haven,	Orlando,
8th Floor	First State	Orlando Bank & Trust
Citrus Exchange Bldg.	Bank Bldg.	Co. Bldg.

Over forty-two years of Satisfied Customers has made this the largest

Citrus Nursery in Florida.



-an amazing achievement -in citrus pest control

Write us for further authoritative information on citrus pest control. If you would like to see the results of this new method of control in your own grove, we will gladly spray your scaliest tree without cost to you.

FLORIDA ADDRESS
807 Orlando Bank and
Trust Building
Orlando, Florida

W. W. THOMAS, Mgr.

One application of oil spray instead of three!

Time and labor of spraying cut by two-thirds!

More effective control of the pests!

And the most unpleasant task in the grove robbed of most of its disagreeable messiness!

This radical improvement in citrus pest control has been brought about by the introduction of VOLCK, an oil spray which possesses all the merits of the best oil sprays heretofore used and which has this vital and unique distinction—

IT CAN BE USED IN ANY STRENGTH WITHOUT FEAR OF SLIGHTEST INJURY TO FRUIT OR FOLIAGE.

Heretofore, repeated spraying has been required because, danger of burning limited the strength of oil sprays to a point where they were effective only against pests in the crawler stage, and it was necessary to catch the successive broods as they emerged.

However, with the danger of burning entirely eliminated, the need for an

extremely low percentage solution no longer exists.

One application of VOLCK gives better control than was formerly obtained by three applications of oil sprays and sulphur-dusting, because it can be SAFELY APPLIED in sufficient strength to kill all insects in ALL STAGES of DEVELOPMENT from the crawler to the adult. Citrus insect pests pass thru no stage in which they are immune to this material.

VOLCK kills all varieties of insect pests, including mealy bug, white fly, red spider, rust mite, and other insects. It is one hundred per cent effective as a spray material. Every insect that is touched by VOLCK is killed. None escape! This puts the effectiveness of pest control entirely within the grower's own hands—for it is determined entirely by the care with which the material is applied. Do a thoro job of spraying and you will get a thoro clean-up of your trees.

If you want a larger return from your grove, spray your trees with VOLCK, which improves the grade of the fruit and increases production out of all proportion to its cost.

VOLCK

-an ORTHO Spray for Citrus Pests





A FLORIDA SEEDLING ORANGE TREE

This forty-foot seedling orange tree is growing in a fine old grove in DeSoto County and is one of the fine specimens of Florida's old seedling trees. This cut is reproduced in The Citrus Industry through the courtesy of Rinaldi's Official Guide.

GET THE MOST OUT OF HIGH PRICES

Markets for citrus fruits are improving.

Indications are that good prices will prevail for the balance of the season.

Florida growers can in large measure recover their losses of last year if they get the **full market value** of their remaining crops.

But there is only one way in which this can be done. That is through the nation-wide sales system of the Florida Citrus Exchange.

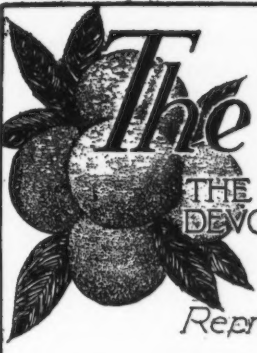
This cooperative organization sells fruit at cost. With daily reports from all sections of the country, it can take the best advantage of market conditions. It gets for growers the high dollar for their fruit.

Do not be satisfied with merely a good price offered for your fruit by some speculative buyer. Remember he expects to make money on it.

Get the high price for yourself by shipping through the Florida Citrus Exchange.

Have you read Business Manager C. E. Stewart's letter to growers on citrus prices? If not, write to the Tampa office of the Florida Citrus Exchange for a copy.

FLORIDA
CITRUS EXCHANGE

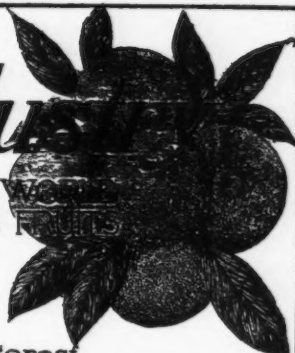


The Citrus Industry

THE ONLY PUBLICATION IN THE WEST
DEVOTED EXCLUSIVELY TO CITRUS FRUITS

Issued Monthly

*Representative of every interest—
Representing no special interest.*



Vol. 6

TAMPA, FLA., JANUARY, 1925

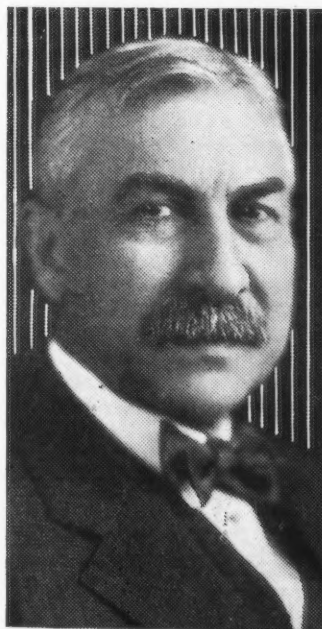
No. 1

The South Florida Fair

By Frank G. Heaton, Publicity Director, Tampa Board of Trade

Not so many years ago but that many of those who were interested in it are still active in Tampa business affairs and in the management and direction of the South's greatest exposition, a little group of Tampanians got together, raised some money, enlisted some support and staged a winter fair in a corner of the court house yard. It wasn't much of a fair; it couldn't be, in the space it occupied. But it was the forerunner, the ancestor, if you please, of the great South Florida Fair and Gasparilla Carnival of the present. Nobody questions the truth of the ancient bromide that "great oaks from tiny acorns spring;" it is equally true that from that tiny beginning, hardly a score of years back in the recent past, has grown, or sprung, the Fair that each winter draws thousands of persons from all over Florida, all over the South, all over the nation, all over the continent, to Tampa, to see in one gigantic exposition the products of the Sunshine State, assembled here for the edification, the admiration, the education of a continent.

From that humble beginning, from a show that found space enough in only a part of the court house grounds, the South Florida Fair and Gasparilla Carnival—because the latter is now known all over the country as the spectacular feature of the annual Fair—has grown until in this good year of 1925 it occupies practically every available foot of space in Plant Field, which is the fair grounds, housing its countless exhibits in a dozen big, permanent, admirably planned and con-



W. G. BROREIN
President, South Florida Fair

structed buildings and accommodating nearly 5,000 persons in a handsome and modern concrete and steel grandstand from which, each afternoon and night of the Fair, may be witnessed a program of free entertainment, any single act of which costs a sum that would come pretty close to paying the entire expenses of the first "fair" in the court house grounds.

The South Florida Fair and Gas-

parilla Carnival is entitled to claim for itself quite a number of records. It is beyond question the truest and most striking evidence of growth and development of Florida. It is beyond question the largest, most varied and most interesting exposition held in the whole South. Its outstanding feature, the displays of citrus fruits, is beyond any possible question the greatest and most magnificent citrus show held anywhere in the world. And in its general aspects the Fair affords the most complete bird's eye view of the products of a great state of any exposition held anywhere in the country.

Here the visitor may see in a single exposition examples of the productivity of Florida soil in the form of crops representing nearly the whole range of agriculture, horticulture, live stock husbandry, poultry raising, dairying, the apiary, the home or farm kitchen. Here, within a few steps, one sees displays of pears, plums, grapes and the like, grown in the counties of North and West Florida, and the oranges, grapefruit, mangoes, avocados and other fruits of the tropics and sub-tropics. Wheat and oats and barley and corn grown in the more northerly counties are displayed cheek by jowl with the sugar cane of the Everglades. Though blizzards may hold the north in their grip, here the visitor sees strawberries, the plants growing luxuriantly in beds made right in the exhibit buildings, and loaded with buds, blooms, green and ripe fruit, from the world's greatest winter strawberry

section near Plant City. While the northern gardener is yet merely poring over the enticing pages of seed catalogues, here at the South Florida Fair are shown in bewildering array and limitless abundance the fresh, crisp, green vegetables that will not reward the northerner's labors for a full four or five months yet.

To catalogue the innumerable items that go to make up the South Florida Fair would be to compile a list that would occupy this entire number of *The Citrus Industry*. Ten years ago a premium list of the South Florida Fair was contained in a modest little booklet of a dozen pages or so. The catalogue of the South Florida Fair for 1925 is a closely printed volume of more than seventy-five pages—and it had to be printed in small type in order to get in into this space.

Competition, they say, is the life of trade. The competition of exhibitors at this greatest of Southern expositions certainly has proven a powerful stimulus to agricultural, horticultural, arboricultural and other endeavors in South Florida and in the state as a whole. It is safe to assert that none of the other influences that have worked for the development of the peninsula portion of the state have had more to do with the amazing development in every line, in this peculiarly blessed region, than has the South Florida Fair. Of course, every exhibitor shows his best and finest; that is what a fair is for, whether it be held in Tampa, in Squash Center or in Novgorod. Of course, also, not every farmer, citrus fruit grower, truck gardener, live stock breeder or what not, produces year in and year out of a quality



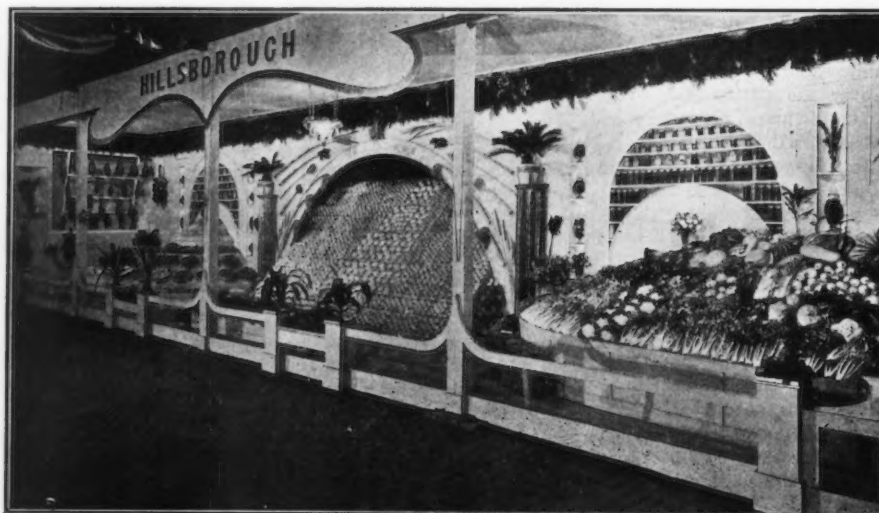
P. T. STRIEDER

General Manager, South Florida Fair

that can't be beaten. We are all prone to think rather well of our earnest efforts; so it is salutary to learn, through these competitive exhibitions, what the other fellow is doing, and if he is beating us, to see just where and how. That sort of thing spurs one on to greater effort, the use of better seed, adoption of different cultural methods and the exercise of more brain and brawn power. By keeping alive and healthily stimulating this spirit of friendly competition the South Florida Fair has assuredly

been the means, direct in many cases, in bringing into cultivation scores of acres of South Florida land that otherwise might still have remained in its original uncleared, undrained, unproductive condition. Be this as it may, it is certain that one may find, dotted all over South Florida, prosperous fruit growers, truckers, dairymen, poultrymen and others, whose interest, casually directed toward Florida, was definitely crystallized and given direction and purpose by what was seen and studied and learned at the South Florida Fair.

Earlier in this article reference was made to the citrus exhibit at the annual South Florida Fair as the greatest display of its kind held anywhere in the world. In substantiation of this assertion, note that the catalogue of the Fair lists more than a dozen varieties of oranges, almost the same number of varieties of grapefruit, besides lemons, limes, kumquats, tangerines, satsumas, limequats, tangelos, shaddock and other varieties and hybrids of the citrus family known nowhere else in the world except in Florida. As the South Florida Fair has influenced for good every other line of endeavor in which men depend on soil, sunshine, rain, fertilizer and intelligently directed labor, so has it been a tremendous factor in leading Florida citrus growers on to the production of a year's crop estimated at more than 20,000,000 boxes of fruit. Through its cooperation with the Florida Citrus Exchange and other agencies it has enabled the grower to visualize the benefits of cooperative effort along production and distribution lines, and by ocular demonstration has shown ways of utilization



Sectional View of Hillsborough County at the South Florida Fair, 1924.



Sectional View of Polk County at the South Florida Fair, 1924.

that may convert what once was waste in grove or packing houses into profit for the producer. It is in the utilization of this waste that profit is found; for example, see the big packing houses in Chicago and Kansas City, where not even the tiniest fragment, not even the least drop of blood or the once unconsidered bristle or hoof, is permitted to be lost. Growers now know that grapefruit may be canned without change of flavor or aroma, and that the fruit unsuitable for packing may be utilized in this way. They have learned that there is a demand for grapefruit and orange marmalade. They have found that properly made crystallized orange or grapefruit peel is a confection for which people will pay real money. And latterly they have learned that at

last a process has been perfected whereby grapefruit juice, for which one pays forty to sixty cents a small glass in the exclusive and high priced hotels and cafes of the north, may have its surplus water frozen out, so that the concentrated juice or syrup may be shipped anywhere and kept any length of time, with the identical flavor, aroma and fruit salts of the fresh juice just squeezed from the fruit. The Tampa Fruit Syrup Corporation, controlling exclusively the Florida rights for the manufacture of these syrups or concentrates, has just been organized, with L. C. Edwards, president of the Florida Citrus Exchange, as its head, its plan being to locate a parent plant and company in Tampa with perhaps twenty subsidiary companies and plants in other parts

of the citrus producing territory. From investigations that have been made and judging from the results that have been obtained over a period of nearly two years, this organization and the processes it controls has at last found the secret of preserving, fresh and unchanged in any way, the real natural flavor and aroma of the fresh fruit just off the trees, and is offering to Florida citrus growers the first practical and tested means of converting into profit the nearly 50 per cent of the annual crop that is now wasted as drops, culls, over or undersized fruit. The writer trusts that this diversion will be pardoned because of the importance of this new discovery to the citrus industry of the state.

Reverting to the Fair, it is of inter-



Sectional View of St. Lucie County at the South Florida Fair, 1924

est to thousands of winter visitors to know that the magnificent plant is a municipal property, owned by the city of Tampa though maintained in large measure by the South Florida Fair Association, a non-profit corporation which annually puts back into the Fair plant and the Fair itself every dollar that is earned except the salary of P. T. Strieder, the general manager, and the incidental expenses of holding the Fair. If one were seeking for an outstanding example of civic spirit, nowhere else could it be found more completely exemplified than right here. Not a dollar in dividends, not a dollar of salary, not a dollar in remuneration in any way, has any officer or director of the South Florida Fair ever received for the work he has done; nor has the

program that is provided for all visitors. Anywhere from sixteen to twenty or more free acts are presented in the ring in front of the big new grandstand, these acts being selected from among the best outdoor acts given at fairs all over the country. This year, Fair visitors will have another treat in the concerts to be given twice each day by Bachman's Million Dollar Band, engaged by the Tampa Board of Trade and the City of Tampa for a winter concert program of fourteen weeks, and loaned by the city and the Board of Trade to the Fair Association for the period of from February 3 to 14, inclusive, the duration of the Fair. And announcement has been made that once more the Johnny Jones shows will be the "side show" of the Fair, occupying the usual

trial he was hanged from the limb of a huge oak that is said to have stood near the waterfront in what is now known as the "Garrison."

However that may be, Gasparilla and his "mystic krewe," garbed in the habiliments of an ancient day, mustachioed and thirsting for gore, each year sail from their mysterious isle, and landing at the Tampa Bay, dock from their terribly outfitted craft, capture the city, receiving its keys from none less than the mayor himself, on their pledge to do no harm to the townfolk and their visitors. Then follows the triumphal procession of the pirates, led by their doughty chief. This is a pageant of gorgeously decorated floats, brilliantly costumed women, pirates in all their goriness—in short, a pageant



Sectional View of Sarasota County at the South Florida Fair, 1924.

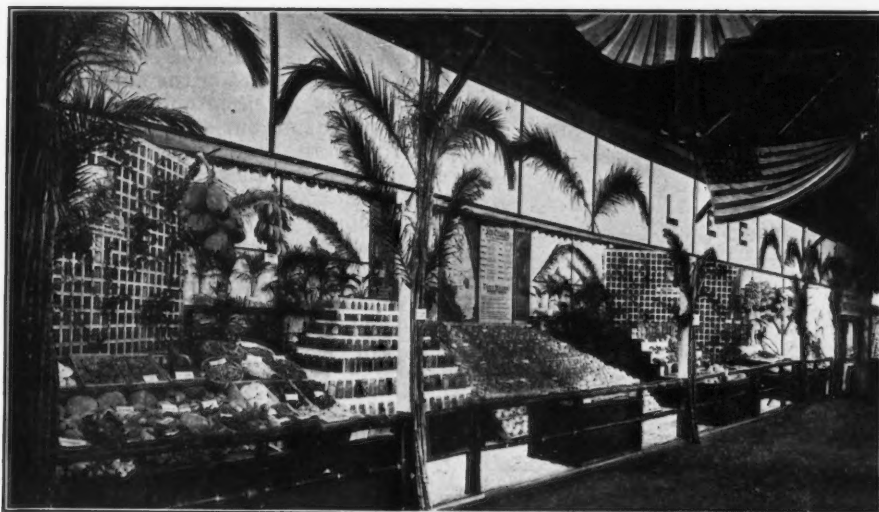
Fair, in recent years, received so much as a dollar in the way of aid or subsidy from the state. So that it is not to be considered as a state fair in the sense of receiving state aid. Rather, it is a statewide exposition, inviting the people of all Florida and exhibitors from every other part of the United States to display here the results of their best efforts in every line of husbandry. It is to be regretted that for economic reasons the Dominion of Canada is not presenting its usual exhibit here this year, as it has done for the four years preceding. However, the failure of Canada to exhibit in Tampa in 1925 has made available for other uses the space in the great Canada Building, so that the loss of Canada has been the gain of other exhibitors.

Always a feature of the South Florida Fair is the free entertainment

space just across North Boulevard from the west entrance of the Fair grounds.

Saving the best for the last, the annual Gasparilla Carnival, which is a part of the great fair, is to be given this year on a larger and more spectacular scale than ever before. Those who have visited Tampa at Fair time know what this means; those who have not still have another treat in store for them. The carnival, as several million people know, is supposed to commemorate the exploits of one Jose Gasparilla, one-time buccaneer and terror of ships ploughing the Gulf of Mexico and the Spanish Main. As the legend runneth, this Gasparilla, a native of Spain, had his rendezvous a century or more ago on an island off the Florida coast in the Gulf. After a long career of piracy and pillage he was captured at last and after a

that is equalled in the entire South only by the Mardi Gras pageant at New Orleans. This year it has been learned that floats are to be entered in the parade from not only Tampa and Gasparilla's Isle, but from St. Petersburg, Clearwater, Dunedin, Tarpon Springs, Oldsmar, Bradenton, Sarasota, Lakeland and other cities, in recognition of the unparalleled achievements of Gasparilla. The second and closing spectacular feature of the carnival is the coronation ball, held in the Tampa Bay Casino, when the king and queen are crowned, after an election that is supposed to be even more secret than the location of a moonshine still, and when the maids of honor and the court officers are announced. This ball is a costume affair, and in the gorgeousness of apparel of the pirate krewe, dazzling brilliance of the royal jewels, mag-



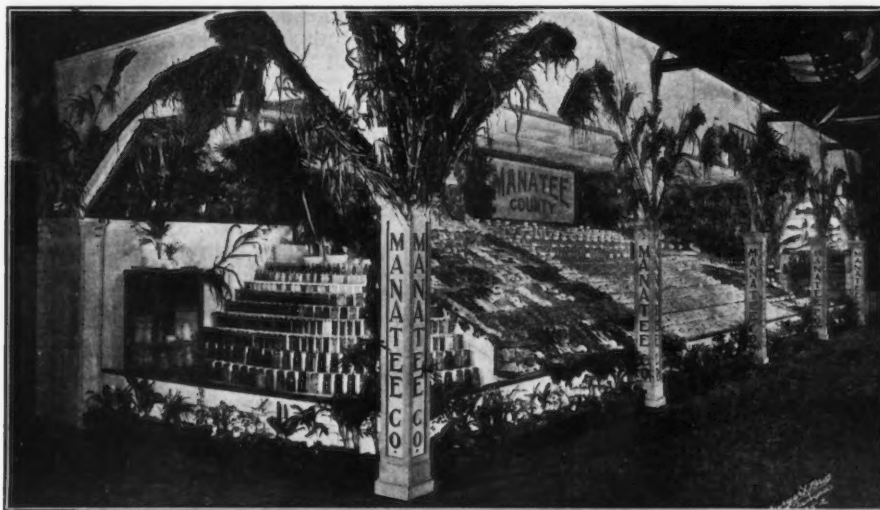
Sectional View of Lee County at the South Florida Fair, 1924.

nificance of the royal robes and the costumes of the members of the court, and unique lighting effects, it is a spectacle worth traveling many miles to see.

Plans for the entire Fair of 1925 have been made on a more elaborate scale than ever before. Exhibits are expected to be finer and of more

varied character; number of exhibitors, counties as well as individuals, is to be greater; special features are to be more numerous, and as a whole the 1925 Fair is expected to eclipse any of its predecessors. According to the turnstile count, more than 213,000 persons saw the South Florida Fair of 1924. Indications, based on the

increased number of winter visitors in Tampa and South Florida this season and the growth and improvement of the Fair itself, are that fully 300,000 persons will pass through the gates during the period from February 3 to 14 inclusive, the dates of this year's Fair.



Sectional View of Manatee County at the South Florida Fair, 1924.

NEWTON HEADS

FRUITMAN'S CLUB

At the annual meeting of the Fruitman's Club of Florida, held in Orlando recently, V. B. Newton, of the Standard Growers Exchange was elected president for the coming year succeeding F. E. Godfrey. George Scott,

of the Florida Citrus Exchange Tampa, was elected vice-president, and Tom Jackson, of Gentile Bros., Orlando, secretary and treasurer.

The report of the retiring president contained an inspirational account of the accomplishments of the organization during the past year, and a good attendance at all of the meetings.

It is the hope of the organization to secure the adopting of further laws at the forthcoming Florida Legislature to place a stronger legal guard against the shipments of citrus fruits from the state during the early fall which does measure up to the sensible requirements of the trade and the consumer.

The Citrus Industry

Exclusive publication of the Citrus Growers and Shippers

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A. G. MANN ----- Production Manager

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GROVE CALENDAR FOR JANUARY

Timely Suggestions for Grove Work During the Present Month

Late this month spray citrus trees for scab with 3-3-50 bordeaux oil emulsion (one per cent oil).

Prune and burn dead wood from trees to control melanose and stem-end rot.

Set and bank young trees.

Watch late fruit for rust mites.

Pick up and burn pecan twigs cut off by twig girdlers.

OUR SIXTH YEAR

With this issue The Citrus Industry enters the sixth year of publication.

Established in January, 1920, as the only exclusive citrus publication, The Citrus Industry expressed the determination of making itself representative of every citrus interest while representing no special interest. This policy has been conscientiously adhered to. That such a policy has met with the approval of the citrus growers, packers and shippers has been abundantly attested.

From the outset The Citrus Industry has enjoyed the confidence and enlisted the co-operation of the citrus growers, packers and shippers as well as that of the big factors in the industry. Each succeeding issue has witnessed the broadening and strengthening of these ties and the more complete and intimate relationship with those factors which make for the success and prosperity of the industry.

The Citrus Industry has endeavored at all times

to cover fully all topics of interest to the citrus grower, packer and shipper, and the developer of citrus groves. Kindred subjects of vital interest to the growers of citrus fruits have from time to time been given prominence in the columns of this magazine but citrus culture has been, is, and will continue to be the central thought and concern of the publication.

Upon entering its sixth year of publication, The Citrus Industry takes great pride in the friendships it has made and the clientele it has built up. For the future it can only promise a continuation of those policies and practices which have been maintained in the past and the continued effort to promote the welfare and prosperity of every line of citrus endeavor, believing that upon the prosperity of this industry depends in large measure the progress and development of the state of Florida and those sections of the gulf coast further west which are devoted to the production of citrus fruits.

THE SOUTH FLORIDA FAIR

The Citrus Industry this month presents its annual South Florida Fair number. So intimately associated with the production of citrus fruits is this great Florida exposition that failure to feature it in a citrus publication would be an unforgivable omission.

The South Florida Fair while featuring all the products of this great state is in reality founded upon the production of citrus fruit. Without the display of citrus from the many south Florida counties in the citrus belt, the South Florida Fair would be without excuse for existence. In reality the South Florida Fair has come to be the world's greatest display of citrus fruits, both in quantity, quality and variety. Nowhere else is there brought together such an endless variety of such excellent specimens of the fruits of citrus groves.

The exposition this year promises to show even greater abundance in the display of citrus fruits than even the wonderful exhibits of the past.

Practically every citrus producing county in the state, including those of the satsuma belt in West Florida, will be represented in county exhibits at this Fair and a spirited, though friendly rivalry between the counties assures an excellence of display which will not be equalled elsewhere.

Tampa and the South Florida Fair are doing wonderful work for citrus culture through the medium of this exposition.

ORANGE CROP OF ALMERIA

The agronomic agent for Almeria states according to a report from Consul John S. C. Calvert at Barcelona under date of September 10, 1924, that the coming orange crop will be only a fair one. Weather conditions have not been favorable to the growth of the fruit. Last year's orange crop was one of the best on record, official statistics showing that the exports to July 12, 1924, amounted to 9,411,845 boxes compared with 7,953,084 boxes in the 1922-23 season. The largest number of boxes went to London, followed by Hamburg and Antwerp, as points of destination for exports of oranges.



200
Feet
Above
Sea



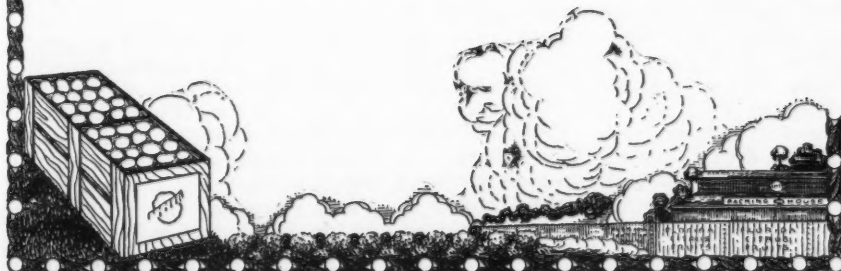
This is what you
expected to
find in
FLORIDA

A city bowered in bearing groves of orange, grapefruit, tangerines; its streets lined with majestic palms, oaks and pines; restrictions that insure perpetuation of the utmost in natural beauty, enhanced by the art of man, aided by unlimited means and supported by united action of the broad visioned men who are creating here a wonder city.

Lake Alfred

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**LAKE
ALFRED,
FLORIDA**

GRAPEFRUIT IN ENGLAND

That grapefruit is becoming popular as a breakfast fruit in England is attested by the following editorial utterance clipped from a recent issue of the London, England, Telegraph:

"An opportunity is being provided for the host of grapefruit devotees to indulge in some of the finest ever imported into this country, and anyone who has not acquired the grapefruit habit can now test it at its best. It is from Florida and it will be quite sufficient to inform Americans that it is the "Blue Goose" brand. The beautiful velvet texture of the skin, which is of perfect lemon hue, would commend it at once to the expert, and for anyone else there is a sure guide, each fruit being indelibly marked on the skin. The grapefruit has gained more in popular favor this year than in the whole period it has been available in this country. For those who have not already adopted it at breakfast, or as an introductory course to luncheon or dinner, it should be stated that it should be cut in half across the sections, and pith and pips removed. It is then eaten with a spoon from the skin. It does not require sugar—indeed, some people take a little salt on it, an addition which is much better than sugar."

THE POLK COUNTY ORANGE FESTIVAL

Preceding the opening of the South Florida Fair by only a few days the Polk County Orange Festival to be held at Winter Haven on January 28th to 31st, inclusive, is a fitting inaugural of citrus displays in Florida.

Held as it will be in the very center of citrus production of Imperial Polk, this show will attract the finest specimens from the finest groves in the justly famed ridge section of the citrus belt. Plans already matured insure the success of this festival and make certain an even greater display of citrus fruits than that which marked the opening show a year ago.

The Polk County Orange Festival will afford the winter visitor an opportunity of witnessing the Florida orange and grapefruit in all their glory in the very heart of the citrus region and will at the same time prove an incentive to the growers themselves, to put forth still greater efforts for the production of quality fruit.

INTERSTATE PEDDLING

A new industry is making itself noticed in South Georgia—the peddling of oranges and grapefruit from Florida, in the small towns over a big territory (there the local license laws do not interfere with the business) and for stretches of hundreds of miles along which are farm homes. The peddling is done exclusively by truck, says the Savannah, Ga., News. In one town, the county seat of Toombs county, the other day such a big truck load of oranges was seen—stopping to permit inspection of the fruit, half a ton of it. The driver said he was not selling until he got outside the town limits—declining to pay license tax and taking the chance on the rural trade only. Another example is noted in a paragraph from the Sylvester Local, Worth

county:

Sylvester is being supplied with oranges and grapefruit from Florida by motor truck. The growers can bring their product here from South Florida by truck and sell it at half the price they would have to charge if railroad transportation was used.

The interstate peddling by truck is made possible by good roads. A distance of a hundred miles or even two hundred from the orange groves is a mere matter of what two thousand would have been in the old days of bad dirt roads and no automobiles. The growers of the fruit are given another outlet for their surplus stock and for much fruit that might not bring profitable prices if shipped; the people of a territory hundreds of miles in area are given fresh fruit at extremely low prices; the peddlers get a living—and so all around the new industry is a good thing. It can be extended and expanded. Trucks loaded with apples are frequently seen in South Georgia—coming from the far Northeast Georgia apple orchards. Trucks loaded with truck of various kinds could be sent out from Georgia into Florida—in certain seasons, with stuff the Floridians do not have for the moment. The possibilities of interstate as well as intrastate peddling of produce by trucks over the improving highways is a new industry.

MARKET FOR CITRUS FRUIT

IN SOUTH WALES

The most popular citrus fruit consumed in South Wales is the orange. Local wholesalers estimate that from 75,000 to 100,000 boxes of this fruit are taken annually by the Swansea and suburban retail trade alone and perhaps an additional 40,000 cases by other markets. The fruit is all imported and is handled chiefly during the six winter months of the year, according to Consul A. B. Cooke, Swansea.

It is estimated by the trade that at least 75 per cent of the imported oranges come from Spain; the remaining 25 per cent from South Africa, the United States, Jamaica, Jaffa and Italy. The South Wales market prefers an orange of ordinary quality and cheap and the dealers state that the chief reason why the trade in the fruit from the United States has not expanded is owing to the relatively high price.

SHIPMENTS OF GRAPEFRUIT

FROM ISLE OF PINES

During the quarter ending September 30, 1924, there were shipped from the Isle of Pines to the United States 138,521 crates of grapefruit of a gross weight of 5,679 tons. All these crates were shipped through the port of Havana to New York, but 2,727 crates were destined for England, via New York. During the same quarter ending September, 1923, approximately 104,000 crates of grapefruit were shipped to the United States, about 1,000 crates of which went by direct steamer from the Isle of Pines to New Orleans and the remainder were exported as usual through Havana. Four thousand crates of the 1923 shipment were destined for reexport from New York, according to a report from Consul Charles Forman at Nueva Gerona, Isle of Pines, Cuba.

Polk County's Orange Festival

Governor John W. Martin, who assumed the office of chief executive of Florida, Tuesday, January 6th, has consented to be the guest of Winter Haven on Wednesday, January 28, and open the big Polk County Festival, which will occupy the remaining four days of the week. Governor Martin accepted the invitation extended him while with the Governor's Party which visited the city, November 21. It will be one of the first official acts of his four year term as Governor, and Winter Haven is looking forward to the event and the presence of her chief executive.

The Orange Festival will be the second of its kind to be held in this city, the first having taken place, January 22 to 24, of last year. The first festival was planned by Winter Haven people solely and was largely a local affair, although many out-of-town and out-of-the-county enterprises were represented by large booths and floats. So successful was the festival, that it was decided to repeat it this year. Its scope was enlarged to include the entire county, and representatives of every community within Imperial Polk were named on the Executive Committee, which is headed by F. J. Senn, of this city, as general chairman. More than a dozen subsidiary committees, numbering more than half a hundred prominent residents of the city and county, are cooperating to make the festival a signal success.

The Festival will be held in the center of the city. The many booths will be arranged in stalls to be erected in the middle of the business streets. Last year there were 168 booths, but so universal is the demand for places for exhibit purposes, that the Booth and Concession Committee has found it necessary to increase the number to 270. Whole sections are being reserved by Chambers of Commerce and various civic organizations in Polk County communities. Packing houses, business establishments, the allied interests, and organizations of all kinds have rented booths. Every conceivable enterprise and line of business in the county and the state will be represented. The displays will be comprehensive and representative of the citrus industry and the progress and development of the state as a whole.

To heighten the interest in the dis-

plays, prizes will be offered for the most attractive booths. They will be divided into three classes—Citrus, Commercial and Decorative. Three prizes in each class will be offered. Competent judges will pass upon the merits of the exhibits. This will also be true of the float parade, the respective entries also being classified. Three prizes, aggregating more than a hundred dollars, will be awarded. The parade will be one of the main features of the four-day celebration, and will attract entries from all parts of the county.

The festival will have something of interest for young and old, citrus grower and non-citrus grower. There will be amusement features galore, and something to edify and instruct everyone. In the line of amusements, there will be band concerts twice daily, by the far-famed 116th Field Artillery Band of Winter Haven, and other musical organizations of the county, and contests of a varied nature. The latter will include many amusing features for the young, and will be a decided improvement over the program of last year. Last but not least, is the Johnny Jones Carnival, which recently signed to play in the city during the entire period of the Festival. This means that visitors are assured of the maximum in entertainment, as the Jones Shows are considered among the best of their kind. Two big free performances will be given daily, and in addition there will be other features by artists of approved ability. The city will be elaborately decorated and the entire community will assume the spirit of festivity, befitting the auspicious occasion.

In addition to Governor Martin, the Festival will be honored with the presence of many renowned Floridians who are noted in the ranks of the citrus industry and in the upbuilding and developing of the state. The festival will be made primarily an exhibition of the citrus fruits for which the county and city are especially noted, and which they produce in greater numbers than any other sections in the state. The festival will be a means of educating the tourists and newcomers in the state in the knowledge of what the citrus industry means to Florida and the nation, and will bring home as no other single agency can the remarkable story of

the growth of the industry and its bearing on the progress and prosperity of Florida.

Aside from its direct bearing on the citrus industry, the Festival is comprehensive and broad enough to include something about every industry and enterprise in Florida. It will display, in its 270 booths, products of the field and mine and will emphasize the fact that Florida is not a "one industry" state but that her business enterprises are varied and profitable. The Festival, while a new institution, is in a fair way of becoming within a few short years, what the South Florida Fair at Tampa or the State Fair at Jacksonville have become—representative, not of a class or a group, but of Florida. But while this is done, the main purpose of the Festival and its reason for being will not be lost sight of. The citrus display will be the "big thing." All those attending the Festival, January 28 to 31, inclusive, are promised the greatest citrus exhibit ever staged in Florida. All of Polk County, the premier county of the state, and all of Winter Haven, the greatest citrus center of that premier county, have united to make the Festival an auspicious occasion for citrus growers and their friends. Arrangements have been made to care for a phenomenally large crowd. Nothing has been omitted from the program in the way of inspiration, education and entertainment. It will be one of the supreme events of the year in south Florida. Winter Haven and Polk County extend all, Floridians and tourists, an invitation to the Orange Festival.

The Polk County Orange Festival came into being in the fall of 1922, when, at the suggestion of several of the leading business men of Winter Haven, all leaders in the Chamber of Commerce activities of the community, a movement was started looking toward the formation of a committee whose purpose was primarily to institute an exhibit in which the citrus products of the county should be displayed for the delight of resident and tourist alike. The primary purpose was to impress upon the world at large the importance of the citrus industry and its bearing upon the progress and prosperity of the Peninsular State in general and Polk County in particular.

The first Orange Festival was undoubtedly a success and accomplished

a great amount of good. However, it was entirely local in its character, all the officers and personnel of the various committees being made up exclusively of Winter Haven people. But the interest shown in the first festival convinced the local officials that here was a splendid opportunity to institute a county wide celebration which might eventually become to the citrus industry what the Tampa and Jacksonville Fairs were to the state at large, and a permanent association was formed to continue the observance of the Orange Festival. Every community in Polk County entered enthusiastically into the affair and gave their cooperation. The committees were reorganized and enlarged to include members from every section of the county. This was particularly true of the Executive Committee, which now includes at least one representative from every community, large or small, in Imperial Polk. The executives and secretaries of the various Chambers of Commerce, the many other civic organizations of the county and all the business interests are solidly behind the movement and are liberal in lending their support to the exhibit which is destined to become one of the greatest publicity and advertising features in the history of south Florida.

The arrangements under way at the present time indicate an exhibit that will far outshadow that of last year. The number of booths has been increased from 168 to 279, the number and variety of the amusement features has been more than doubled, the number and attractiveness of the displays thus far arranged for is far greater than those of the first annual festival and every indication is that the Orange Festival of 1925 will be an event almost statewide in its significance and in the character of its displays. Last year, the festival comprised a period of three days. This year the period of exhibit has been increased to four days—days that will be crowded with displays and exhibits of the most elaborate kind, and features for the entertainment and edification of the thousands who are expected to attend. The city is making arrangements to care for a crowd three times the size of that in attendance last year, when it is estimated that as many as 7000 attended in a day.

Run the lard through the meat grinder; it makes better lard in less time than the old squeezing process.

THE CITRUS INDUSTRY

POPULARITY OF NEW ORANGE GROWING RAPIDLY

While it is a well known fact that Florida has always been burdened with too many varieties of oranges preventing proper standardization, it is equally well known that there has never been a very satisfactory orange for shipment in October and November. There have been varieties that would sweeten up early but did not color well.

Several years ago there were discovered in a Polk County grove a few budded trees of a distinctly new variety of orange, the first noticeable difference being that it was highly colored long before any others, and next the quality was found to be unusually fine and each fruit was marked with a distinct ring around the blossom end.

The Lake Garfield Nurseries Co. of Bartow secured these trees and watched their performance for a period of years, having the fruit thoroughly tested out in Washington and New York. These tests were very promising in every case and it was through the suggestion of a gentleman in Washington that the name "Golden Ring" was adopted. The company handling this investigation was looking first for a good early orange for its own groves and second one that it might propagate in its nurseries for the benefit of the growers of Florida.

Many growers familiar with this new variety claim that it bids fair to mean more to the state than the Valencia orange has, as all experienced fruit men are familiar with the advantages of a very early orange over the late and mid-summer varieties. It is now being planted quite extensively all over middle and south Florida.

Culture of Citrus Fruits in the Gulf States is the title of Farmers' Bulletin No. 1343, issued free by the United States Department of Agriculture, Washington, D. C. Much of the text and all of the illustrations are devoted to Florida. It is a valuable publication, and contains a catalogue of forty or more government publications relating to citrus culture.

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Grape Growing In Florida Gaining In Scope

Easy money has been made on grapes in Florida by many persons, although knowledge concerning types and varieties is limited. Little study has ever been made of its particular adaptations and requirements in this state, but in spite of that fact grape plantings are increasing rapidly.

Considerable attention has been given it by specialists of the Florida College of Agriculture and much useful information has been gathered. Speaking recently about grape culture in the State, Prof. E. L. Lord said:

"The first thing essential to know in order to understand present developments is the fact that grape growing here is concerned with two species primarily, Muscadine and Summer grapes. Both groups are native to Florida, and consequently need little modification for our conditions.

"The Muscadine may be grown in the State without any special precautions, as its vigor and disease resistance make it satisfactory without too much personal attention by the grower. Its commonest variety, the Scuppernong, is generally planted in Florida as an arbor vine, and when properly grown is well suited to this purpose. No home in northern and central counties should be without an arbor of this type of grape. Other varieties of this type that should be more generally distributed are Memory, Mish Eden, Flowers and Thomas.

"While the Muscadine is very acceptable when it matures, still it satisfies the requirements of late summer only. It has also the serious defect of being rather unsatisfactory to market at a distance, except in the form of bottled grape juice. The fact that many palates are more accustomed to another type of grape has stimulated the development of a type of bunch grape that may be grown more or less successfully in warm climates. Varieties that have been produced by crossing the Summer with various other species of cultivated grapes are being planted extensively for local market and for shipping.

"When bunch grape culture was first tried in the State, varieties which had been satisfactory in California and the North were extensively planted. But these were unable to resist attacks of fungi and insects, so grape growing was considered a

failure. The production of varieties having quite a percentage of blood of the Summer grape (Munson hybrids) has made it possible to grow grapes throughout most of the peninsula with varying success.

UNDER SCIENTIFIC HELPER IN NEMATOLOGY

The examination for under scientific helper in nematology will be held throughout the United States on February 4. It is to fill vacancies in the Bureau of Plant Industry, Department of Agriculture.

The entrance salary is \$1,140 a year. Higher-salaried positions are filled through promotion where practicable.

The duties of appointees will be to prepare, mount, and label specimens of free-living and plant-infesting nematodes for preservation and study, to do card-index work in connection with bibliographical and geographical records of nematode specimens, and to assist in the care and feeding of living

specimens of nematodes for study.

Applicants will be examined in free-hand drawing and will be given practical tests in indexing and preparing labels of biological specimens. They will also be rated on their education and experience.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U.S. civil-service examiners at the post office or custom-house in any city.

A word to Florida folks. Eat more Florida oranges, grapefruit, figs, guavas, persimmons, avocados, etc. They are just as good here as up North. Our fruits fresh from the trees need no culinary art to improve them. However, you can get from the Citrus Exchange at Tampa a free book explaining how to serve citrus fruits in a hundred or more ways.

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THE CENTER OF TAMPA

England Offers Good Market for Oranges

Good oranges sell readily in England and jobbers are willing to pay fair prices for them and handle them at any time, but a market for grapefruit will have to be developed gradually and considerable missionary work must be done, according to Edwin Smith, fruit marketing specialist of the United States Department of Agriculture, writing from Liverpool under date of December 1.

Mr. Smith says that if prevailing prices are sufficient to justify the exporting of American oranges to England, trade channels are so well established that American shippers could start moving a moderate volume at any time and expect to find a market for their fruit. Valencia and Jaffa oranges are now arriving in considerable quantity and bringing from \$2.75 to \$3.50 per package at auction. The Jaffa case is practically the same as the California box in weight, but brings about the same money as the heavier Spanish half-case at this time of the year.

There appears to be a potential market for good grapefruit, but educational measures are necessary and the demand will have to be developed gradually, Mr. Smith says. All distributing factors in England agree that the demand for grapefruit has been increasing slightly. This is in spite of the fact that high quality grapefruit is practically unknown there during our shipping season. Mr. Smith says that the grapefruit he has been able to secure at some of the best hotels does not compare in quality with the best American product.

It is believed that there is a very great need of having some high quality American grapefruit identified with its source scattered out thinly over the entire British Isles. Dumping a cargo or two into the port markets probably will not accomplish this because of the difficulty in persuading buyers from many of the interior towns to purchase and handle the grapefruit.

Consignments of 30, 50 or 100 boxes to jobbing stores all over England, especially if combined with demonstrations of methods of preparing grapefruit, or if accompanied by printed matter telling the same story, should do much to promote the sale of the American product, Mr. Smith says, pointing out that such a scheme

should, of course, be combined with personal visits and solicitations by representatives of American shippers. The Department of Agriculture expects to discuss the problems with American shippers, and to work closely with them through the department's foreign representatives.

Mr. Smith reports that at present prices appear to be limited by the amount which the retailer can obtain. "It is the opinion of well posted people that the retailer must be able to sell grapefruit at not to exceed 4d. each (slightly less than 8 cents). An 80 size would thus bring the retailer about \$6.15. As the retailer's margin probably would be not less than \$1.55 the wholesale price could not exceed \$4.60, perhaps not over \$3.70 or \$3.90. The wholesaler's or jobber's margin or commissions, plus receiving expenses, would amount to perhaps not less than 70 cents per box. Ordinary stowage ocean freight is 75 cents, so for introductory purposes the American grapefruit shipper must be in a position to put high quality, bright fruit, sizes 64 to 96, in England at a cost not to exceed around \$2.25 to \$3.00 per box, f.a.s. New York."

DADE FIRST IN CITRUS FRUITS

Dade, the farthest south county of Florida and forming half of the tip of the Sunshine state peninsula, captured first honors at the Florida state fair when it took the blue ribbon in the citrus fruits group of the county exhibits division. Palm Beach county came home with second honors, while Duval and Taylor counties followed, in third and fourth place, respectively.

Palm Beach county, winner of the first award last year, was forced to content itself with the blue ribbon this year in the group for fruits other than citrus, her pineapples, avocados and other tropical fruits winning that distinction. Dade, Nassau and Madison followed, in respective order.

Always among the foremost contenders for first honors in the citrus entries, Dade county has held an enviable position among the leading exhibitors at every fair since the organization of the Florida State Fair Association, seven years ago, and on a number of occasions has won coveted honors at the state exhibitions.

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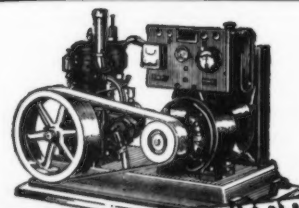
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The Florida Highlands Citrus Corporation

Lake Wales, Polk County, Florida

Show Spots of Florida, the Mammoth Grove at Lake Wales

By a Florida Enthusiast

Florida has truly begun to come into her own at last. The Peninsular State of the Union and all of its wonderful beauty, bays, bayous, beaches, bathing beauties, sunshine, flowers, palms, pines, oranges, grapefruit, tangerines, avocados, bananas, cocoanuts, grapes, and, well this is not supposed to be a horticultural list of all the things that Florida produces, so I had better stop right here and say only that you can find everything that makes life worth living in this wonder land of sunshine and flowers.

Florida for some time has been to some people just a place where oranges and grapefruit and tangerines come from. A place where alligators and rattlesnakes stand up and walk on their hind legs. A place of swamp land that is called the Everglades and which is inhabited by Indians called Seminoles. The names of Miami and Palm Beach meant Florida. That is the conception that some people have had of Florida—for that is what I thought it was before I came here to live. But this is all wrong. Florida is full of thriving cities. The paved roads of south Florida are unequalled by any in America, making automobile travel a true pleasure. The lakes are clear and blue as a June sky and as numerous as silk hats on Fifth Avenue on Easter Sunday. Tall pines, enormous live oak trees, the stately cypress, majestic palms of all varieties cover the landscape and make a beauty too rich for written word to picture. Poinsettias, hibiscus, flamevine and roses form an everchanging array of color with myriads of other flowers mixed in to complete the picture.

Thus aptly was Florida named by the first Spanish adventurers who landed, the "Land of Flowers." However there is beauty in Florida that the majority of people in the north have never heard of and many of the tourists who habitually visit the southland in the winter have never seen. It is the hills and ridge section—a long chain of high hills that stretch across the state in a diagonal line almost in the "heart of Florida."

This ridge of hills, which for the most part lies in Polk County, "Imperial Polk" they rightly call it, for it is the richest county per capita in the United States. Phosphate deposits here are numerous and vegetables of all kinds are produced by the truck farmers, but the greatest of all of Polk County's assets are her citrus groves. About five million boxes of oranges, grapefruit and tangerines leave Polk County annually for northern markets aside from what are used for home consumption.

The character of the soil, the air and soil drainage, and frost protection by reason of countless lakes give to Polk County the premier citrus position of the state. This is proven by the fact that it produces three times as much fruit as any other county in Florida and more than the next four counties combined. Then, too, the fruit produced in this section is of fancy quality and commands top prices on any market. It is a well-known fact that one of these oranges will give as much juice as any three oranges that are produced in California. Polk County citrus growers realize about ten millions of dollars yearly on their citrus crop alone.

One of the largest and finest citrus groves in the state is located in this district. It is known as Mammoth Grove and is considered one of the wonders of Florida. Last year the writer made a trip through this magnificent grove and was so impressed with what he saw that he could not resist making another pilgrimage to the same spot this year. And if you think this is an exaggeration, just try it on yourself and you will find that you will fall as hard as I have or perhaps even harder, for in all Florida there is no spot more rich in natural beauty than this.

Last year the trees were not so fully developed, and citrus trees grow quite rapidly the first five years. Besides having put on considerable growth, many of the trees this year are laden with golden ripe fruit, pleasing to the eye and delicious to the

palate. As far as the eye can see, rows of trees stretch to the horizon in perfect straight lines, the uniformity of which make them appear as silent sentinels guarding the golden treasure held in their branches.

New roads have been added, new ground cleared, new groves being planted, and everywhere the steady industry of a year of toil is shown. The forces which keep Mammoth Grove in perfect condition seem to function with the harmony and steady thrift of honey bees—activity all around but no confusion. Tractors were buzzing like giant insects in the offing and leaving the soil in their wake turned in perfect furrows. Among the more matured trees in the distance were men busy picking the ripe fruit for absent owners, while along the road trucks were being loaded to capacity to transport it to the packing houses.

And to think that one can own a grove in this wonderful development and have it under the constant care of expert horticulturalists who guard it with jealous interest. That to own a grove here does not mean for yourself toil and worry, it is cared for perpetually by men who are giving their life to such work. Owners receive the full profit for their fruit less only a nominal charge for cultivation, fertilization, spraying, and other necessary things. Because all of the work is done in one big job the cost is much less than it would be to cultivate and care for individual tracts.

The plan of operation by the company back of Mammoth Grove is based on sound business principles and the efficiency of their organization is shown in the condition of the grove at the present time. The trees are clean and well fed and the regularity of size in the trees shows that the selection of nursery stock was one hundred per cent. This is most important in any grove, for if a tree has to be dug out and a new one planted, the grove will be uneven and ragged.

There are other developments in

Continued on page 50

WHY WE DRINK ORANGE JUICE

There is probably not a more delicious drink known to mankind than the juice from a ripe Florida orange.

Orange juice is now a regular portion of the diet of babies because modern science has shown that the juice of the orange is a well balanced and exceedingly healthful meal which the tiny stomach has no difficulty in handling. In fact the orange contains nearly all of the food elements necessary for health and strength in more or less degrees, particularly the mineral salts and the mysterious but highly necessary elements or rather recent development known as vitamins.

The mere names of the chemical elements found in the orange or other fruits means little to the laymen, but what they do for the human system is easily understandable. Calcium, of which the orange contains 4 1-2 per cent is commonly referred to as lime. It goes into the teeth and bones and is essential to make the blood coagulate or clot as it flows from a wound. It is also useful in the digestion of fats. We must have a supply of calcium in our diet for good health, and oranges, apples and other fruits furnish all that is necessary if they are taken as a regular part of the daily diet.

Phosphorous, usually associated with matches, must be contained in food with which we maintain life, because it is necessary for the multiplication of the cells of the body, or in other words, it is necessary for growth. The orange gives us 2 and one tenth per cent phosphorus in its make-up.

Iron, as is commonly known is necessary for the blood. It is contained in small quantities in fresh fruits, notably the apple, but an appreciable supply when it is considered that the amount necessary for the bodily health is relatively small.

As an energy-producing food, an orange, of fair size gives 101 calories, of same amount as a fair size potato, half a cup of cooked beans or two cups of carrot. Food may be divided into five classes: Energy foods, which gives us starch, sugar and fat, muscle-building food; building and regulating food, which contains the mineral salts; regulating food which contains roughage which aids in digestion, and protective foods, which contain the very important substances known as vitamins. The orange falls in four of these five classes, muscle building being the only class in which it does not have distinct value.—Clearwater Sun.

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By the Rancher of Rancho Glen Haven

I have been wondering who wrote the song "It Ain't Gonna Rain No Mo." I don't know as it matters much but I notice in the last twenty-four hours 3 1-4 inches have fallen. Fine for the sandhills but how about the lower lands? But why worry about what we can't help.

I note many articles of late in the various papers on the culture of grapes in Florida. That is a good sign. It shows that people are waking up and thinking about other crops besides citrus. People have gone citrus mad, and all over the Southern United States trees are being planted in every nook and corner, wherever the promoter has a hearing and too often in places where they never should be planted. Of course the cold will come along sooner or later and wipe them out, but it won't give back the money that was paid out for plants, more is the pity.

Florida people are looking for other baskets in which to put some of their eggs. If you have grapes and there comes a cold spell you are not worrying any. It won't ruin your vines but will kill some of the pests. The only question with me is, have we found the right grape for Florida? I have had experience with them in this state that reaches back some thirty-five years and I have tried many kinds with varied success. Of all those I tried out, the old standby, the White Niagara heads the list for profit and I don't know but it is as good as any and a hardy and sure yielder. I chased around a good bit after strange gods in the grape line, but were I to start over again, I would go back to my first love, the White Niagara. Even so I would not undertake it alone but would get several to join in with me in some co-operative way and all ship together. By so doing it seems to me there should be success in the venture.

Then we have the Marvel black berry that don't have to be covered with a blanket when Jack Frost blows his breath on it and Florida has a vast amount of fine virgin flat woods lands that can't be beat for this fruit. This is a fine berry, the best I have ever seen, a large, luscious berry with few seeds. They can be shipped north when there are no others on the market. Then a cannery doesn't cost a fortune to build and you have the world for a market. Never fear about over-doing the mar-

ket with canned black berries of the Marvel variety at least for they are the most wholesome of all berries. Here is an almost untouched field and the grower doesn't have to trouble if we have a cold snap. There is much comfort in this. Of course this class of land will grow the luscious strawberry also, as well as vegetables in abundance and if the grower sticks to the more hardy kinds, he

Continued on page 32

Hunting and Fishing

is a monthly magazine crammed full of hunting, fishing, camping and trapping stories and pictures, valuable information about guns, revolvers, fishing tackle, game law changes, best places to get fish and game, etc. Biggest value ever offered in a sporting magazine, only \$1.00 for THREE WHOLE YEARS, or send 25c in stamps or coin for six months trial.



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8:05 pm Lv Bradento n	Ar 7:30 am
8:10 pm Lv Palmetto	Ar 7:25 am
10:30 pm Lv Tampa	Ar 5:30 am
11:40 pm Lv Lakeland	Ar 4:20 am
10:15 pm Lv St. Petersburg	Ar 7:45 am
10:50 pm Lv Clearwater	Ar 6:52 am
11:22 pm Lv Tarpon Springs	Ar 6:25 am
8:50 am Lv Jacksonville	Lv 9:45 am
12:50 pm Ar Savannah	Lv 4:45 pm
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Now is the time to plant citrus trees. Our citrus stock is the most complete and best we have ever grown. More than four hundred thousand budded trees ready for delivery. All sizes and all standard varieties. In oranges we have the Pineapple, Valencia, Parson Brown, Lue Gim Gong and Hommosassa. We also have Tangerines, Lemons, Limes and Kumquats. In Grapefruit we have the Walters Early, the Excelsior Late, Marsh Seedless and the Foster's Pink Meat.

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Our regular prices are as low or lower than any other first class Nursery, but if you are in the market for any extra large quantity such as one thousand to ten thousand, we will make you very special prices.

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If you have good land free from any encumbrances, well located, we will sell you Grapefruit and Orange trees on terms, of one-fifth down, balance in six, twelve, eighteen, twenty-four, thirty and thirty-six months. This will almost enable you to put your grove in bearing before you finish paying for it and getting the land planted to trees will certainly aid you in selling it before you have paid out much money on the trees.

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If you have twenty, forty, eighty or one hundred acres of good land which is cleared or which you will clear, we will furnish the trees and plant on a partnership basis. You to own the proportion of the property that your land represents, and we to own the share that our Nursery trees represent. We will plant on the above basis and allow you one year to decide whether or not you want to pay for the trees and cancel the partnership arrangement; in which case you would get the benefit of having the trees on your ground in case you wanted to sell. You cannot sell raw land, but you can sell land planted to trees.

A WONDERFUL STOCK OF BANANA PLANTS

We have ready for sale about two thousand Stokley Improved Cavendish Banana plants, the regular price of which is eighty cents. Our special price in lots of one hundred or more, sixty-five cents each. Also we have several thousand Regular Cavendish Bananas, our regular price forty and fifty cents each. Special price thirty-five cents each. We will guarantee every one of the above plants to be true to name, and will not send out a single plant that is not an especially good one. Every citrus grower can make extra money by planting Bananas in odd places, where very likely nothing else could be grown. Do not forget that every plant will raise three plants, which can be sold for much more than the entire cost of the original plant in addition to the bunch of bananas as an additional profit each plant will give. A grower told us recently that he had made over two thousand dollars on a three-acre Banana planting from the suckers alone, and that he still had a bunch of bananas to sell from each plant.

Big Money In Blackberries

The Florida Marvel Blackberry has proven itself as being the best money producing fruit in Florida. It is truly a Marvel Berry and seems especially adapted to Florida soil. It is very prolific and the demand is and will stay far ahead of the supply. Test shipments made to the north in "Pony" Refrigerators have proven without question that the North will buy the "Florida Marvel Blackberries." In the shipments that were made last year, they averaged not over twenty-five cents per quart and some of the shipments brought as high as thirty and thirty-five cents each. One of the leading blackberry growers near Oldsmar, Florida, told us some time ago that from less than one-half of an acre he sold twenty-five hundred quarts of berries at thirty-eight cents per quart. The main reason he got such a fancy price was on account of being on Memorial Highway and sold to people passing by. Other growers told us that they had about the same results as above and averaged over thirty cents per quart on the home market. We have in our own grove nearly ten acres planted in field form and we expect to plant at least another ten acres this winter. Every citrus grower, and everyone with surplus land should plant from one to five acres of blackberries, and if they do, it will give them wonderful profit. Just think of a crop in Florida that is absolutely sure and not in danger from frosts or pests.

OUR AVOCADO STOCK IS COMPLETE

We can furnish you the Fuerte, Gottfried, San Sebastian, Pueblo and Northrop varieties, such as the Colinson, Linda, Spinks, Taylor, Nimlich, Panchoy and the Ward. The Ward is a new hardy variety. It is a cross between the Guatemalan and the Mexican and in California has shown wonderful results. The tree is said to be almost as hardy as the hardy Mexican varieties. It is a very fast growing tree and a prolific bearer. We have a few hundred of these trees which we are offering at two dollars each. We look to see this one of the

best varieties that has ever been propagated. Our Fuerte budwood is the same strain as the wonderful Fuerte tree near Blanton. Many of our Fuerte trees have shown the same results as that this year. The budwood came from California and the grower who sent it wrote us that no tree from which this budwood had been cut had produced less than one hundred and fifty dollars the previous year and many trees as high as three hundred dollars per tree.

JAPANESE PERSIMMONS

The Japanese Persimmon is one of the most profitable fruits grown in Florida. They are very easy to grow, are not subject to injury by the cold and they are very prolific bearers. This fruit is in great demand in the Northern markets at fancy prices. We have grown and have ready for sale, about five thousand of the Tane-Nashi variety. This is a very handsome fruit of very superior quality and is the only Persimmon that can grow without other varieties for cross pollination. The wild persimmon is natural to Florida and the budded persimmon can be raised on almost any kind of land.

Get our Proposition to furnish nursery stock on all partnership basis. We have made many such deals to the advantage of land-owners.

AGENTS WANTED IN EVERY LOCALITY

Put your Proposition Squarely Before Us—Write for Special Prices

If you are at all interested in planting a citrus grove, adding to your present grove, or in setting out acreage to any of the fruits mentioned above, it will pay you to write us. Tell us your circumstances and we will endeavor to assist you. By all means be sure to get our prices before buying anything in the way of nursery stock.

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Satsuma Fertilization and Cultivation

By R. R. Whittingham

Quite a number of Satsuma groves otherwise neglected their groves and in Bay county are in poor shape to withstand low temperature this winter, as the grower, in trying to get their trees in a good dormant condition so that they might withstand low temperatures better, discontinued cultivating and fertilization too soon, thereby allowing their trees to consume all available plant food and to be left in a weak or starved condition. This is very noticeable in some groves by the yellow and shedding of foliage.

That Satsuma trees should be dormant to better withstand the winters all growers have agreed; but the perplexing problem to the beginner is how dormant should the trees be? And how best to reach that "happy medium?"

Experience and observation in the last three years have taught the growers in Bay county some interesting lessons which beginners will do well to observe, some of which are as follows:

In 1922 several groves were planted in this county, and then, as now, the paramount consideration of the growers was to have their trees in a dormant condition by winter. Different methods of cultivating and fertilizing, different soil types, etc., resulted in trees in different groves and trees in different parts of some groves being in various conditions for winter, the foliage on some trees being very yellow by the middle of November and the majority of these trees being in groves in which cultivation and fertilization was discontinued in July. The following winter was very mild, the lowest temperature in St. Andrews being 23 degrees on February 19th, 1923, and with the temperature no lower than this, quite a number of the yellow trees were killed while trees with green foliage were unhurt.

In 1923 those that observed grove methods applied in 1922 and results therefrom proceeded to cultivate and fertilize their groves until September, and some as late as October, thereby having their trees in a good green, though dormant, condition by winter; while others discontinued cultivating in the middle of summer, or

let the trees turn yellow by winter. This again gave observers an opportunity to await and watch results, and which was put to the test on January 7th, 1924, as on that date the mercury played around 15 above.

Many statements, theories and isms were advanced as to how the trees stood the test, but not until late in the spring did we know just what had happened. However, there is no

record of any yellow trees surviving from that freeze, while, on the other hand, groves that were cultivated and fertilized as late as September and October, and some as late as November, and were in a good green, though dormant, condition came through the freeze with but little loss of wood of the last year's growth, and with some trees damaged so little that they set a good crop of fruit.

There is much yet to be learned as

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WEATHER FORECAST
Drop in Temperature
North with S. Blow in P.M. by
East to 10. Such a sudden drop
in temperature requires heaters



2.35

The freeze that struck California's citrus belt Christmas eve has cut their crop at least 25%. This loss would have been almost total were it not for the fact that California growers use heaters very largely and those who fired them saved their fruit.

The misfortune that has befallen California growers is Florida's Big Opportunity, provided the same thing don't happen to us. Are you ready if a sudden drop in temperature comes and danger bulletins are sent out?

Authorities tell us that we must hold our fruit on the trees to get the best price. That means all of January and part of February, months we most dread.

SKINNER COKE HEATERS

will make it safe to do this and enable you to take advantage of the unusual conditions this year and get the top price. We have a limited number of Skinner Coke Heaters for immediate shipment. Wire order today—tomorrow may be too late.



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THE CITRUS INDUSTRY

Twenty-five

to what time of the year fertilization and cultivation of a Satsuma grove should be discontinued, and as to the quantity and analysis of fertilizers to be used, and regardless of all that may be learned, no set of rules and formulas can be given for groves on different soils and under various conditions, but one thing is certain, and that is no grower should practice any method that allows his trees to become yellow at any time.

Realizing the need of some definite information as to the fertilizer requirements of Satsuma trees, the Florida Experiment Station is conducting experiments on a grove in this county which they expect to continue until something definite is learned.

Regardless of the condition of trees, and the hopes of mild winters, the trees should be banked well by the middle of December, and let the banks remain until the first of March.

Red Spiders on Satsumas

Satsuma trees in quite a number of groves in Bay county are infested with red spiders, and these insects should be controlled before they severely devitalize the trees.

Red spiders are minute insects that suck the foliage of Satsuma

trees, thereby devitalizing the trees to such an extent that they make but little or no growth. In this devitalized condition the trees are more susceptible to damage by cold than good healthy trees are, therefore, every precaution should be taken to keep these insects under control.

Quite a number of natural enemies of these spiders help to control them, but they multiply most rapidly in dry weather and at such time it is essential for the grower to resort to artificial control measures, the spraying machine.

Red spiders can be controlled by spraying with lime-sulphur solution. This solution can be bought at stores and should be diluted, one gallon to 70 gallons of water. A stronger mixture than this can be used when trees are in a dormant condition.

THE SATSUMA IS COMING

BACK WITH "PLENTY PEP"

The directors of the Satsumaland Fruit Growers held their regular meeting at Alford, December 15. Attendance was good and marked progress shown along all lines. J. S. Smith, Vice Pres., presided at all the sessions. W. A. Sessoms, Secretary, was at his accustomed post.

Two new members of the board were present for the first time: S. A. Gainer, Cotton Lake; and W. W. Beall, Malone, Alabama. Other members present were W. O. Wells, Alford, Ga. Payton, Lynn Haven; M. W. Pope, West Bay; W. M. Carroll, Round Lake; and Joe W. Williams, Chipley. Among those present other than board members, was E. L. Steele, of the Glenn Saint Mary's Nursery, who contributed much to the interest of the session by participating in the discussions.

A committee composed of W. L. Wilson, J. D. Smith and Joe W. Williams was appointed to gather data relating to prospective Satsumaland Freight traffic. Wilson and Smith were appointed as delegates to the meeting of the Shippers League at Orlando, December 29th, where arrangements were made to organize the data gathered and present the claims of shippers for rate reduction to the state R. R. Commissioners.

The splendid comradeship prevailing at these meetings was not lacking at Alford. The meetings were held at the Watkins Hotel, where the company was entertained by the citizens of Alford at a splendid turkey dinner. Wilson, Williams, and Sessoms were appointed a committee to arrange for the next regular meeting.

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A Monthly Magazine devoted to diversification in fruit growing and to home and civic ornamentation.

The kind of a magazine you will enjoy in your home. It tells of the different kinds of fruits which can be successfully grown in Florida and it aids with helpful suggestions about ornamentals and flowers for your home or community.

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Potential Market for Fresh Fruits in Scandinavia

Consumption of fresh fruit in the Scandinavian countries has shown a steady and marked increase during the last ten years according to the Foodstuffs Division of the Department of Commerce. Fresh fruit was regarded as an article of luxury even during the period before the war, whereas in recent years it is becoming more and more a necessary part of the daily diet. This, taken in conjunction with the fact that domestic fruit production is insufficient to meet consumption demands, makes the Scandinavian market a very attractive field for the fruit exporter.

Climatic conditions prevailing in these countries do not favor fruit growing and with increasing consumption the dependence upon foreign sources is becoming greater. The importation of fresh fruit into the three countries increased nearly 300 per cent during the period between 1913 and 1923, that is from less than 55,000,000 pounds in 1913 to nearly 150,000,000 pounds in 1923.

The bulk of non-citrus fruits imported by the Scandinavian countries consists of apples and pears. Sweden with a population of 6,000,000 is the most important consumer of these fruits, importing during 1923 about 10,000,000 kilos of apples and nearly 3,500,000 of pears. (One kilo equals 2.2 pounds). Denmark with a population of 3,500,000 ranks first in per capita consumption of fruit and a very close second in importation. In 1923 Denmark imported nearly 9,000,000 kilos of apples and 2,800,000 kilos of pears. Norway with a population of 2,600,000 imports yearly about 7,000,000 kilos of apples and pears. (Norwegian customs figures group imports of apples and pears, so that it is not possible to give separate figures).

The United States plays a leading part as a supplier of apples in these markets, both in direct shipments from this country and in the transshipment trade from Great Britain and Central European countries. The share of the United States in the direct shipment trade of apples to Norway and Sweden has shown a steady gain as is evidenced by the fact that in 1913 the United States supplied about 13 per cent of the apples imported into Sweden by direct shipment, while in

1923 over 40 per cent of the apples were supplied by this country by direct shipment. In Norway, the United States at present furnishes about 31 per cent of the direct shipment of apples and pears, while it is estimated that about 75 per cent of the total importation is from the United States.

The demand of the Scandinavian markets for citrus fruit has grown steadily during the last ten years, and the combined consumption of these countries now amounts to about 30,000,000 kilos per year, compared with about 20,000,000 kilos in 1913. Denmark, Norway and Sweden each take about one-third of the total imports and Norway with a population of 2,600,000, therefore, has the heaviest per capita consumption. As the Southern European countries are the chief suppliers of these fruits. This is due probably to the favorable customs treatment accorded citrus fruits by Norway in return for reciprocal tariff favors for fish products shipped by Norway to Southern Europe. Spain and Italy together supply about 80 per cent of the Scandinavian citrus fruit imports.

American oranges and lemons have entered the Scandinavian market from time to time in small quantities, but have not gained a firm foothold. Continuous efforts on the part of growers and shippers in this country, should make it possible, however to obtain at least a small share of the growing trade in citrus fruits.

The bulk of the imported fruit on the Scandinavian market is handled through native agents or direct importers. Copenhagen is the center of the trade in Denmark, Bergen and Christiania in Norway, and Goteborg and Stockholm in Sweden. Distribution methods employed in the three countries do not differ very greatly. While practically all Norwegian and Danish fruit imports are handled direct through native agents, it appears that a large share of Sweden's imports enter through Denmark and are handled by Danish agents and brokers.

The quantities of apples and pears imported in any year depends to a great extent upon the domestic yield of fruit crops in the respective countries of Scandinavia. The present year's crop in all three countries is

expected to give a yield considerably below normal and demand for imported fruit, as a result, should be somewhat above the normal. Judging from last year's imports it would seem reasonable to expect that the requirements of the coming season in Denmark, Norway and Sweden for apples would be about 25,000 kilos. The demand for pears in any year in addition to depending upon domestic production depends also upon the prices at which imported pears are offered. When prices are too high, the public turns to other fruits.

Judging from the trend in recent years the import requirements for oranges and lemons during the coming season should reach about 32,000,000 kilos. In this large trade the United States does not participate with as much as one per cent. Whether American growers can successfully compete with European products in these markets, depends largely upon whether or not the price competition can be met. The excellent and uniform quality of American citrus fruits is well known by Scandinavian fruit buyers and it would appear that an opportunity exists for American growers and shippers to push their products through advertising.

This form of sales promotion has proved successful in connection with other American products, but has not been used with citrus fruits. A well-directed advertising and general sales campaign should yield good results and might, as has been the case with other products, cause a material increase in total consumption.

Candies, Marmalades, Etc.

Delicious and appetizing candies, marmalades, preserves and the like can be manufactured from grapefruit or orange peel. This is being done already to some extent both commercially and for household purposes, but undoubtedly a vast business along this line could be developed to very profitable advantage.

Manufacture of these products on a commercial scale would prove double-acting on the whole citrus industry. It would utilize vast quantities of good fruit that now because of slight discoloration or other defect is lost.

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FLAGLER SYSTEM
INDUSTRIAL DEPARTMENT**

J. E. Ingraham, Vice-President
H. S. McLendon, Agricultural Agent

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Model Land Company has large acreages of the best types of agricultural and grove lands for sale. Some of this land is situated in drainage districts; several of these districts have been completed, others are nearing completion; still other tracts of land are located where there is no special drainage necessary.

Chuluota Company has exceptionally fine residential property as well as agricultural and grove lands for sale, in a beautiful high, rolling, pine, fresh-water lake region of Seminole County. This is situated on the Okeechobee Branch of the Florida East Coast Railway, and can also be reached by splendid highways from either Sanford or Orlando. Climatic conditions are fine in this locality the year round.

All the land companies will sell in large or small tracts, cash or terms. Their lands are located in all the East Coast Counties; principally in the following: Monroe, Dade, Broward, Palm Beach, St. Lucie, Osceola, Seminole, Flagler and St. Johns.

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Jacksonville Office: 239 West Forsyth Street.

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It is not necessary that you be conveniently accessible to this institution in order to carry either a checking or thrift account with it.

Banking by mail is safe, convenient and quick. Millions of dollars of business is being transacted every day by mail—and you will find it easy and satisfactory.

Every mail box can be made a branch of this institution. If you send in by mail, express or P. O. money orders, checks or drafts made payable to this institution, a pass-book with the amount of the deposit properly credited therein will be made out and returned to you by the next mail, the same day. Thereafter you can deposit money any time—by sending in your pass book with your remittance.

It matters not whether you reside in this city, at some point inconvenient to the bank, or in the country, or in any other city or town—you can enjoy the satisfaction and prestige of maintaining a bank account at this strong institution.

Write us about your wishes, and we shall gladly see that you become a member of our throng of contented depositors.

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TAMPA, FLORIDA

Florida Products Make Greatest Displays If Properly Exhibited

By George T. Tippin, Vero, Former Superintendent Missouri State Fair

Exhibition of the products of the soil at county and state fairs and expositions are mainly for two purposes, namely educational and advertising, either of which should be emphasized in the arrangement of the exhibit in proportion to the dominating idea to be brought out. In the county fairs as a rule the educational feature is the most important, while in the larger exposition in Florida, the publicity feature should be equally stressed, and in national and international expositions, advertising the resources and advantages of the section of the country making the show is the dominating idea.

In discussing the subject "Displaying Florida Products" in this article, I have done so largely from the viewpoint of advertising the wonderful resources of the state as it appeals to me after years of experience in state fairs, national and international expositions. In making displays they should be featured in some way so distinctly that they will fix themselves in the minds of the observers so they will not forget it when they go away.

It is not always possible to arrange an ideal display on account of limited space or inadequate arrangements for grouping the principal products of a given section in sufficient quantity necessary to create the impression desired and to which the merits of the display are entitled. I can stage an impressive, appealing and pleasing ex-

hibit of products of South Florida, made up of her wonderful citrus and sub-tropical fruits, pineapples, vegetables, grains and grasses. The principal products to be exhibited by an individual community or county should be shown in mass or quantity and made the center pieces of the installation, using only enough minor products to dress up the booth and bring out distinctly the striking features of the main show. The plan of offering prizes on the group plan instead of collections that has been adopted by some of the larger fairs and expositions in Florida is proving quite a step in the right direction as far as massing exhibits is concerned, but in order that Florida products can be shown in the most effective way, arrangements should be made for grouping the groups. All citrus groups should be contiguous in one section of the exposition building. All sub-tropical fruits arranged the same, likewise the vegetables and other products.

Imagine, if you please, a long stretch of several hundred feet of space banked with beautiful oranges, grapefruit and tangerines; another section of avocados, mangos and other sub-tropical fruits. Another long space with beautiful eggplant, another with tomatoes, another with leafy vegetables, another with pineapples and so on down the line. Those of us who are familiar with the growing and handling of these products even

get an inspiration and enthusiasm when we see a wonderful collection of the products that mean so much for human happiness, and the visitors who come to this wonderful climate for the winter, not only rejoice with us but become interested in the unsurpassed possibilities of this great southland. Those who have visited national apple shows or national corn shows or the Canadian exhibits will appreciate what quantity means to the casual observer attending an exposition.

To illustrate better what the grouping of all products of one kind in a given section means in the full measure of the success of the fair, let us imagine what the effect would be if a poultry show of 3,000 birds was distributed, a few coops in one place, a few coops in another and so through all the buildings on the fair grounds, the merit of the show would be practically destroyed while if the same 3,000 birds were shown in one well arranged show room it would be a great success.

Displaying Florida products properly and in quantity not only advertises the resources of the state or section but creates a greater demand and larger market for the products themselves. Canada, by her splendid system of exhibiting her wonderful displays of grains and grasses throughout the United States colonized her great northwest by taking many

Continued on page 38

THE ANGE BILT

Orlando's Most Distinctive Hotel

Fireproof—Every room with private bath—Fireproof

Excellent Dining Room Service 10th Floor

"The Height of Hospitality"

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Arthur F. Landstreet, Manager

IT WILL BE TO YOUR ADVANTAGE TO INSPECT THE DISPLAY OF
DUSTERS AND SPRAYERS EXHIBITED BY

The Van Fleet Company

of Florence Villa

at the POLK COUNTY ORANGE FESTIVAL, Winter Haven, Jan. 28 to 31

at the SOUTH FLORIDA FAIR, Tampa, Feb. 3 to 14

at the ORANGE COUNTY FAIR, Orlando, Feb. 16 to 21

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BECAUSE:

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They will produce high quality fruit.

They will increase your grove value.

Citrus Buds of all varieties on Sour Orange and Rough
Lemon Roots

Write for price list and descriptive booklet.

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Lewis E. Klatte, Manager

Lake Jem, : Florida

Not Over=Production But Under=Consumption Is Trouble

By H. G. Gumprecht, Manager Manatee County Citrus Sub-Exchange

Excessive freight rates and extremely high retail prices have restricted the consumption of Citrus fruit. We could produce data by the ream to substantiate our contention, but this is unnecessary as everyone knows that present returns on Citrus fruit are not in proportion neither with the expense extracted for freight nor the prices paid by the consumer.

Barring a calamity, the next season estimate may exceed 25 million boxes, and the Citrus Grower of Florida now faces mass production which must be met by mass consumption. Even a California freeze, while a temporary stimulant will not be a permanent relief. Economic necessity will force an evolution in the general methods of reaching the consumer. To wait for miracles, which never happen without concentrated effort, is hopeless. There is but one way. Unity of Action by the Florida Growers can only accomplish the desired results. Here are the problems that await solution.

No. 1. A real green fruit law, preferably on a juice contents basis instead of the acid test.

No. 2. A revision of the present freight rates.

No. 3. Elimination of excessive profiteering at the expense of the Grower.

No. 4. Centralized power over distribution.

No. 5. More Advertising.

With the above problems worked out satisfactorily, Citrus Grove property will not only prove a profitable investment, but will equal in returns any other investment in Florida. Let every Citrus Grower in Florida resolve to start the New Year with a determination to adopt just this one slogan. "Unity of Action," and the greater part of the battle is won.

Juice Products

Besides all of these by-products, there is the juice itself—great quantities of it. Bottled grapefruit juice offers great opportunities, suggests Mr. Walker, although a satisfactory method of putting it up has not yet been developed, but undoubtedly is a possibility. There is a strong demand for concentrated or dried grapefruit and orange juice, and a great field for syrups in the soft drink line.

The manufacture of vinegar from orange and grapefruit juice is another field capable of development. Orange vinegar can be manufactured for as low as ten cents a gallon, and a \$10,000 plant should be able to turn out 55 barrels of it a day. Orange vinegar is already being manufactured to a considerable extent in California.

Essential oil of oranges is another product that is being made in California. Florida oranges should yield about 5 pounds of essential oil a

ton, and the wholesale price is around \$2.75 a pound.

Farm machinery that is under cover and oiled will be ready for use next spring.

LISTEN

Out of Luck Citriculturist

Produce large crops of quality fruit for 25 cents per box on the tree. Save 50% of your usual cultural costs, 35% on ferrying yourself of my service. Lindley Heimbarger, B. S. Agri. M. S., Box 226, Tampa, Fla.

NO MATTER WHAT BUSINESS YOU ARE CONDUCTING—

Your office outfit demonstrates the efficiency of your business and reflects the prestige you may have obtained in your business.

We ship anywhere in Florida

Outfitters from "Pins to Safes"

THE OFFICE EQUIPMENT COMPANY, Inc.

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Allen Picking Bags

Are the Most Economical for the Handling of Citrus Fruit

**No Drop
No Bruise**

This Means More Money for Your Oranges

For Sale By

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Tampa

Chase & Company
Sanford

American Fruit Growers
Orlando

Standard Growers Exchange
Orlando
I. W. Phillips & Co.
Tampa

ALLEN PICKING BAG COMPANY
Orlando, Florida



Plant your trees budded on
SOUR ORANGE STOCK

If you want "BETTERTREES" and "BETTERFRUIT." It is the quality that determines the price of your fruit. Everyone agrees that the SOUR ORANGE produces the BEST FRUIT. Citrus fruit of fancy grade returned a profit to growers during last season's low prices.

The tree that you plant must be well selected, strong, thrifty, and of proper root system and bud, if you would have them return you a profit on your investment.

We have a large stock of fine trees in all the standard time tested varieties, but we offer no novelties or freaks for you to try out at fancy prices.

Our trees have been carefully grown by citrus experts. Our root system is unexcelled. All buds taken from bearing trees of proven worth from some of the best groves in LAKE COUNTY.

We cordially invite you to call and inspect our splendid stock.

Write for our Catalog and reduced price list.

Special prices on lots of a thousand or more.

Lake Nursery Company

Incorporated \$300,000.

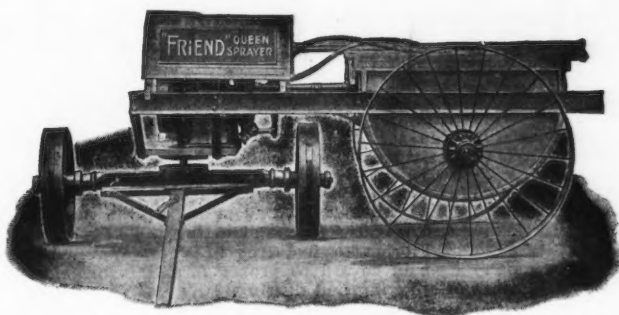
"THE SOUR ORANGE NURSERY"

Leesburg, Florida

W. S. McClelland, Pres.

W. E. Evans, Sec.

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THE "FRIEND" SPRAYER

Endorsed by hundreds of
 Florida growers

Don't wait until the last minute to place your order for a Sprayer.

Do your investigating now, before you need it.

If you have an old sprayer of any make, let us figure with you on putting a "FRIEND" Motor Pump on your present sprayer.

Write for catalogue.

Citrus Growers Supply Co.

State Distributors

303 Krause Bldg.,

Tampa, Florida

DIVERSIFIED CROPS

Continued from page 22

need not worry if the night turns a bit chilly.

Then we have the avocado, and this is one fruit that isn't going to be overdone and grown from Alaska to the South Pole. Still we have the cold to fear with this fruit the same as with citrus fruit but by planting the hardy varieties, we are at least as safe as with the orange and more so as the trees take on age. Then when the fruit is grown it can be sold for real money and there is much comfort in that—very much. And that isn't all, you don't have to go hungry when this fruit is ripe. It is more nourishing than meat and more healthful. The rancher is still nibbling on a few fruit of his own from a Fuerte tree. Ah me, but they are fine! Every time I eat one I feel thankful that I am in Florida and not in Russia.

We have much to be thankful for in this land of flowers, rain and sunshine, a mixture of each and as rule not too much of either. Still we grumble some times but we would not be Americans if we did not.

So let us diversify and we will get

THE CITRUS INDUSTRY

more money for our citrus fruits and a lot from other sources besides.

TRANSPORTING CITRUS

FRUIT FROM PORTO RICO

From the results of four experimental trips, the United States Department of Agriculture believes that citrus fruit can be effectively carried from San Juan, P. R., to New York under present ship refrigeration conditions. To accomplish this, however, the fruit should be handled carefully at the packing house, in loading and stowing on the ship, and should be placed under refrigeration as soon as possible after it is packed.

The experiments are discussed in Department Bulletin 1290, Transportation of Citrus Fruit from Porto Rico, just published by the department.

Probably the most important point brought out by the experiments, says the department, was the result of the dunnage tests, in which it was shown that the interior of the load was cooled much more rapidly if it was stowed with dunnage so that the cold air could circulate on at least two sides of each box. In loading warm fruit in refrigerated ships where it is intended to cool down, there is

no question that methods should be followed similar to those found best in cold-storage houses and precooling plants on land. Exact records were obtained of the rate of cooling in different parts of the ship and under different methods of stowing, which should be of interest not only to shippers of citrus fruit, but to shippers of other perishable products in refrigerated vessels.

Less attention has been given heretofore to the problems of transporting perishables on water than has on land. Indications are, though, that with the increasing demand for citrus and other fruits water is bound to become a more important means of shipment.

Copies of the bulletin may be had free, as long as the supply lasts, by writing to the Department of Agriculture, Washington, D. C.

The orange has the vitamin B, which is effective against rickets.

Peach trees should be sprayed in December with 1-to-8 lime-sulphur to control San Jose scale and a number of injurious fungi.

In writing to advertisers, please mention *The Citrus Industry*.

Service Makes Friends

The NON-ACID FERTILIZER and CHEMICAL COMPANY, of Lakeland, Florida, wishes to announce to the citrus and vegetable growers of this state, that they have organized a horticultural and agricultural service department, and have retained the services of Mr. William Gomme as head of this department, with Mr. K. E. Bradgon as his assistant.

It is the aim of the NON-ACID FERTILIZER and CHEMICAL COMPANY with the assistance of Mr. Gomme and Mr. Bradgon, to give to the growers and truckers of this state, all the assistance possible to enable them to produce better, cleaner and brighter fruit and better and heavier vegetable crops. We want the growers and truckers of Florida to feel free in any way to consult either or both Mr. Gomme and Mr. Bradgon at any time in regard to proper fertilizer formulas, or advice in regard to the proper methods and time of spraying and dusting.

We desire that every grower should take advantage of this opportunity to secure expert advice and assistance absolutely free, and we feel that by retaining the services of Mr. Gomme and Mr. Bradgon for this department, we are offering you the most expert advice and assistance obtainable.

Write to our service department about your needs, we will give you our best and immediate attention.

Let us assist you with your Fertilizer Problems.

There is a Formula for Every Crop and Soil.

Non-Acid Fertilizer & Chemical Company

Lakeland, Florida

Write today for Price List and Booklet.

"Quality Fertilizer With the Acid Left Out"



Profit to the Grower!

Profits come from quality. Quality products should be the aim of every grower in the state. And quality fruit or truck depends upon the right kind of fertilizer more than any other single factor.

There is a Gulf formula to fill your every requirement. Call on our local representative, and he will see that you are supplied.

Quality Fertilizers

Quality Service

THE GULF FERTILIZER CO.

603 CITIZENS BANK BLDG. TAMPA, FLA.

SAVE \$1.00 A TREE

In Making Your Grove By Planting Lake Garfield Trees

Our one-year buds are on four-year roots and the two-year buds are on five-year roots. This alone saves a year in bringing a grove to profitable production, over the ordinary trees on roots one to two years younger, and the cost of caring for a grove at this age is approximately \$1.00 a tree. This is only one of the superior qualities as the bud-wood selection methods employed by us are of equal importance. There are other differences we would like to have you see in our nurseries.

Make Double Money By Planting

**The Golden Ring Orange
(Copyrighted)**

No other orange is ripe and fully colored in October and November and it is the reddest of all round oranges, being of the same shade as a good rosy tangerine. The quality is excellent the size is medium, and it has never been known to dry, holding on the tree in good shape for Thanksgiving and Christmas and even all winter full of juice.

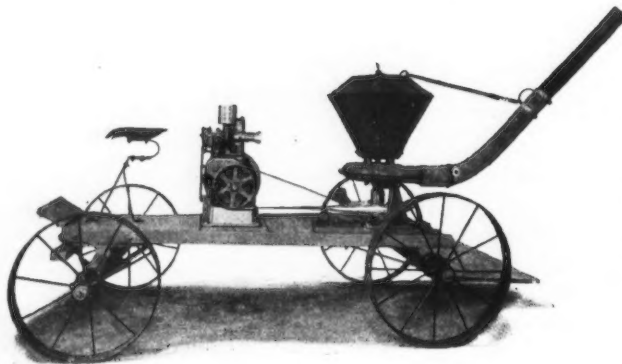
Let us tell you more about the GOLDEN RING and send you prices of all Standard Varieties of Oranges, Grapefruit, Tangerines, Kings, etc.

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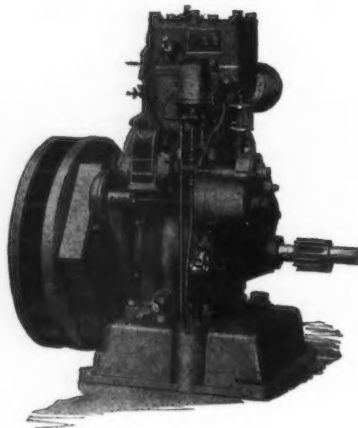


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BEAN POWER SPRAYER
THE STANDARD OF EFFICIENCY,
ECONOMY, SATISFACTION AND
DURABILITY.



IDEAL AND BEAN PRODUCTS
YOU CANNOT



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LATEST IMPROVE-
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PLACE YOUR ORDER
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WILSON & TOOMER FERTILIZER
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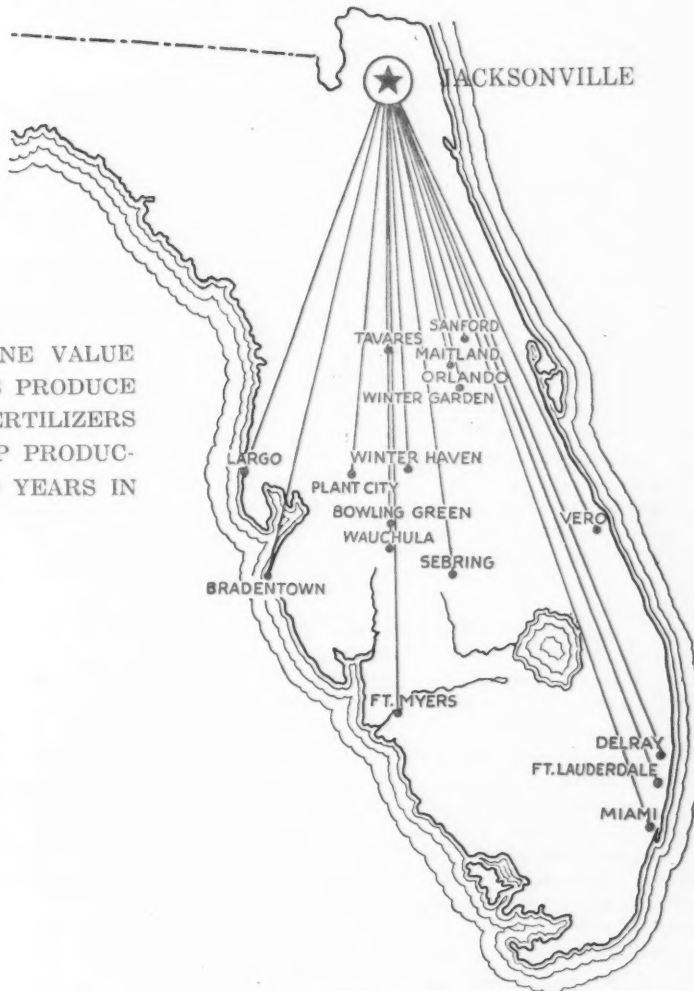
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FOR OVER 30 YEARS IN
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YOUR ORDERS
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AND THE
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FLORIDA

CKSONVILLE

Every Atom of Citrus Fruits Should be Utilized

By C. S. Miley

Just as in the meat packing industry everything is utilized but the squeal, so in the citrus industry the time evidently is not far distant when every atom of the fruit will be utilized and nothing will be permitted to go to waste.

For there are valuable elements in every tiny particle of the orange and grapefruit, whether it be in the juice, the peel, the membrane between the pulp and the peel, or the seed. And, in further comparison with the meat packing industry, the time will no doubt come when the by-products will prove fully as productive of profits as the product itself, or even more so.

From stock feed to beauty cream sounds like a far-fetched comparison. But it isn't so far-fetched after all when it comes to grapefruit and oranges—for both stock feed and beauty cream may be manufactured from portions of these fruits that now are a total waste. And not these two products alone, but many others—foodstuffs like candies, marmalades and syrups; drugs and medicines; cosmetic and beautifiers; essential oils and vinegars; perhaps many others.

Growers and packers now permit millions of dollars to slip through their hands in the wastage of fruit in the fields, at the packing houses and at the canneries. To curb this immense wastage and turn it into profitable income, growers associations and large fruit-handling concerns now have expert chemists at work to discover and develop practicable and economical means and methods of utilizing these by-products for needful and popular purposes. The Florida Citrus Exchange is one of the interests which is making a study of the situation. Its chemist, Seth S. Walker, in the small Exchange laboratory at Tampa and with limited means and help, has been able to make a considerable advance toward this goal. His work already has been of great value to the members of the Florida Citrus Exchange and the industry in general, resulting in the opening of new channels for manufacture of valuable by-products from unutilized fruit and cannery wastage, marked improvement in the equipment and

operation of canning plants, and the opening up of new fields of experimentation and research that undoubtedly within a few years will yield a rich harvest.

His report recently submitted to the board of directors of the Florida Citrus Exchange, in which he briefly summarizes his work of the past four years, is little short of a revelation as to what is now being done and what can be done. The data on which this article is based is taken from the report.

The canning of grape-fruit has become an important side-line business of the Exchange within the past year or so, and other citrus fruit interests as well, and a good many of the experiments conducted by Mr. Walker have had to do with this phase of the industry. Improved methods of handling this product and improvements in equipment and its operation, promise to make canned grapefruit much more palatable and popular in the future than it has been in the past.

One interesting development in the grapefruit canning industry, reports Mr. Walker, was the discovery that with a weak solution of lye the thin, bitter, white membrane which is located between the pulp and the peel of grapefruit can be removed with little difficulty and with great speed over the old hand method. This method of de-membraining is said to have been employed successfully with other fruit such as peaches. Its use with grapefruit was found to greatly increase the output and actually to improve the quality and delicacy of the finished product, besides giving it longer keeping qualities. Improvements in equipment and operation of grapefruit canneries developed as a result of the study and research of the laboratory make it possible now to build and equip a first class plant at almost a fraction of the cost of plants built two or three years ago.

There is at present an enormous waste around grapefruit canneries. Approximately 50 per cent of the grapefruit consists of peel, rag, core and seeds—all of which at present is a total loss, but every particle of which either contains valuable elements or may be manufactured into

valuable products. At the Eagle Lake cannery in a single season, according to Mr. Walker, 4,654,500 pounds of refuse was dumped. This could have been manufactured into nearly a million pounds of dried cattle feed; the peel would have produced a million dollars worth of pectin; and the refuse might have yielded probably another million dollars worth of products such as bitter glucosides, seed oils, acids, etc.

The most obvious use for material of this sort, it is suggested, is as stock feed. Many observations have been made showing that in its fresh state this cannery refuse is an excellent animal feed. Piney woods cows and razor-back hogs grow fat and sleek from feeding on the dump piles. Chemical analysis shows that it has a large food value, and it is believed that with the proper preparation and the addition probably of a little proportion of cheap molasses to make it more palatable it would form excellent and desirable animal feed in the dry state, bringing a good market price and proving profitable to the manufacturer.

Nearly 30 per cent of the whole grapefruit consists of peel, and the Eagle Lake cannery, therefore, in one season sent to the dump some 2,792,700 pounds of it. It was rich in pectin, a product used extensively in the jelly making business and for many other purposes. Up to the present time practically all the pectin produced commercially has been derived from apples. Apples contain only about 0.2 per cent to 0.6 per cent of pectin, while grapefruit peel contains about 4.0 per cent, and other parts of the fruit, as well as oranges, contain much pectin. In 1922 alone there was sold in the United States six million eight-ounce bottles of concentrated pectin solution, besides hundreds of carloads put up in five-gallon cans. The eight-ounce size retails for 35 cents. Assuming, however, an average yield of only 2 per cent, the peel dumped at Eagle Lake would have produced 55,854 pounds of pure pectin, representing a retail value of a million dollars. There are though some difficulties to be encountered

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MOORE

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FLORIDA PRODUCTS MAKE GREATEST FAIR DISPLAYS IF PROPERLY EXHIBITED

Continued from page 28

thousands of farmers out of our country. From the time Canada began to make her exhibits in a small way at the state fairs in the states which was about the year 1900 to the completion of her building and installation of her products at the Panama Exposition, San Francisco, in 1915, the Canadian government had spent \$12,500,000 in this department, more money than the entire Panama exposition cost, but it paid and Canada is still doing it.

When people have the opportunity to see in abundance and artistically displayed the food products that supply their own wants, that means so much to their own health and happiness, a desire is created to become interested in their production to live where they are grown, where the abundance of the good things of life can be enjoyed. South Florida with her millions of acres of unimproved lands, her wonderful climate, a country where all kinds of citrus fruits attain perfection, sub-tropical fruits abound, pineapples, unexcelled, vegetables of all kinds unlimited, poultry and dairying most advantageously adapted, thousands of beautiful homesites, yet unimproved, is just such a country in which millions of people in the north would desire to make their future home if they knew about it.

I never thought of South Florida as an inhabitable country until 1912 when I attended the meeting of the American Pomological society in Washington, when Mr. Tabor of Florida, who was vice president of the society at that time, made a beautiful exhibit of Florida fruits; two years later, I made my first trip to Florida. When the opportunities for making homes in a new and developing country are as good or better than to be found elsewhere, the people who are already located not only render a service to themselves when they let the public know what they are doing by showing them the concrete results of their labor but render a service also to those who are influenced to join them after seeing what they have really done.

In my opinion the state of Florida, by maintaining a creditable exhibit of such of her products as cannot be grown elsewhere, at the state fairs throughout the North, in a few of the larger cities and at the Canadian expositions would result in bringing

THE CITRUS INDUSTRY

more actual settlers, home builders, into Florida than all the other agencies combined. While this suggestion may be foreign in a way to the subject we are discussing, yet after my own experience in participating in the World's Fair in St. Louis, the Back to the Land Congress in Chicago in 1910, the Panama exposition in Frisco in 1915 and the state fair and South Florida fairs for the past six-years, I realize that Florida could stage a display of her products that would be more effective as a publicity proposition than could be done by any other section of the country. I am encouraged to make this broad statement from the fact that two years ago at the Tampa South Florida exposition when our California friends were touring the state, they visited the fair. When standing in front of the St. Lucie county booth, one of them remarked that "It was the finest citrus exhibit he ever saw." When a Californian admits it, you know it is so.

I have thought sometimes where I have seen Florida products displayed that too much artificial decoration was used, sometimes too much architecture detracted from the products shown, the visitor observing the decorations or architecture and missing the real show. The color effects is important in displaying many kinds of products. The color of the background should be one that will bring out the display most effectively, green being the best background for citrus fruit.

As stated before products should be used in the decoration as much as possible, and used in sufficient quantity, to give the effect of abundance. Too limited decoration is not best. In the recent National Beauty contest only the girls who had their full hair won prizes. The well-dressed lady is the one who dresses her own personality regardless of any special style and always stands out from the mass. Displaying Florida products abundantly in the most effective way, where they can be seen and enjoyed by the masses, will mean much for the future of Florida.

The merchant keeps records of his transactions in goods bought and sold, men hired and paid. The farmer's business deserves just as much system. The merchant says it is necessary.

Culling is necessary in your chicken business, if you mean to be successful.

By Their Fruits You Will Know BUCKEYE TREES

When buying trees, don't be misled into thinking that cheap trees, so-called bargains, will produce quality fruit.

Consider the future. When the trees should be producing fine, luscious fruit—should be your investment, repaying you money on warding your patience and toil.

Plant BUCKEYE TREES. Be sure of producing fruit of excellent texture, rich in juice content. A superior type of high grade profitable fruit.

BUCKEYE TREES are of proven parentage, true to name, well rooted, sturdy and vigorous. Our forty-four years of experience is an assurance of quality in trees and fruit and profitable returns.

Buy
BUCKEYE
Orange, Grapefruit and
Tangerine Trees
from

BUCKEYE
NURSERIES, Inc.

818 Citrus Exchange Bldg.
Tampa, Florida
Nurseries: Winter Haven
Orlando Office:
705 Orlando Bank & Trust
Bldg.



Mammoth Grove

No state in the Union is developing as rapidly as Florida. Nowhere in the world are there as many opportunities for safe and profitable investments as in Florida.

MAMMOTH GROVE a five thousand acre tract of the finest citrus soil in Florida. Thirty beautiful lakes give it ample frost protection and enrich its natural beauty. Located on the eastern slope of Iron Mountain, the highest point in Florida.

MAMMOTH GROVE is not an experiment, but a proven success. Five years of careful operation and management have made **MAMMOTH GROVE** one of the wonders of Florida.

Visit Mammoth Grove As Our Guest

A letter or telegram addressed to **MAMMOTH GROVE GUEST HOUSE, LAKE WALES, FLORIDA**, stating when you will arrive, will insure your being taken care of properly upon your arrival. Come and see for yourself the most wonderful grove in all Florida.

MAMMOTH GROVE has at the present time over sixteen hundred thousand trees planted.

Some of these trees are now bearing. Twenty-five thousand boxes of fruit will be picked this year.

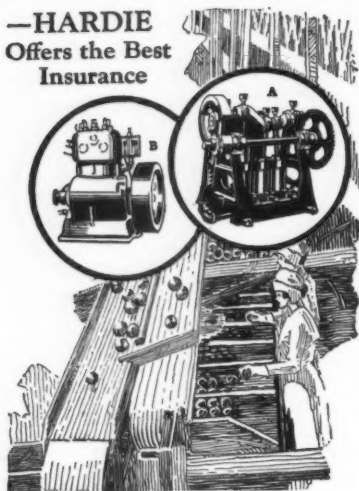
More than \$4,000,000 boxes of citrus fruit, valued at more than \$9,000,000 are shipped from Polk County in a single season. Within five miles of Lake Wales are more citrus fruit trees than within any similar area in the whole world. The greatest citrus development in this area is **MAMMOTH GROVE**

Mammoth Grove

Florida Highlands Citrus Corporation
Lake Wales, Polk County, Florida

For Large Merchantable Fruit

—HARDIE
Offers the Best
Insurance



The DUST-PROOF DEPENDABLE **HARDIE** SPRAYER FOR FLORIDA

has a power plant that you can rely upon, day after day, and year after year, to give the highest pressure necessary to reach every square inch of fruit and foliage.

Pump Eliminates 90% Wear—Plungers have two soft packings to guide them, all the wear comes on these; replaceable in two minutes. No crosshead or guides. Porcelain-lined cylinders. Machine-cut gears. Accurate pressure regulator.

Suction Settling Chamber collects grit.

Light Weight Cushman Engine gives four full horse power with a weight of only 190 lbs.

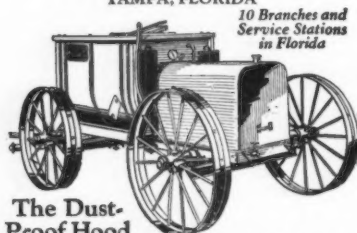
Mounted Low—Load carried only 12 inches from ground; no injury to trees.

Wide Tires make easy hauling through the grove.

New Gun sprays wider, farther, and even.

Write for Catalog

THE GULF FERTILIZER CO.
TAMPA, FLORIDA



The Dust-Proof Hood

adds years to life of sprayer. Made possible by Hardie cooling system in spray tank—no overheating.

THE CITRUS INDUSTRY EVERY ATOM OF CITRUS FRUITS SHOULD BE UTILIZED

Continued from Page 36

In the extraction of pectin, due to the presence of bitter glucosides, but Mr. Walker reports that the laboratory has already done considerable work on this problem and it is believed to be by no means unsurmountable.

Bitter glucoside is a constituent of grapefruit peel that may have medicinal value, although little is known of it just at present. There is 0.7 per cent of this bitter glucoside in the average grapefruit peel, and some in other parts of the fruit. This means that at least 19,500 pounds of it was available in the Eagle Lake cannery's refuse in a single season.

The average grapefruit contains from 2 to 4 per cent seeds, and they contain about 16 per cent of a very fine oil, similar in appearance and general properties to other vegetable oils, such as cotton seed oil that until a few years ago was considered worthless.

Whole Line of Beautifiers

"Perhaps no class of goods is in greater demand today or is making greater profits for its manufacturers than cosmetics," says Mr. Walker in his report. "The whole world, or at least the feminine part of it, seems to have gone beauty-mad. The drug stores and the advertising columns are full of all sorts of beauty lotions, creams, pastes, soap, hair washes, etc. The favorite basis of many of these preparations is citric acid or citrus fruit juice (either real or imaginary) and various vegetable oils. In our grapefruit cannery refuse we have the makings of a wonderful line of cosmetics, and think of the unequalled opportunity for advertising these genuine products, made from pure grapefruit juice and pure grapefruit oil! Add a touch of orange or grapefruit blossom perfume and the romance is complete!"

Boxes of Florida fruit sweets—candied oranges and grapefruit, for instance—make excellent and acceptable gifts.

Why not a running-water system for every farm home in Florida?

A health-giving slogan, "Fruits and vegetables every day in the year."

in writing to advertisers, please mention The Citrus Industry.

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Cypress or Pine in
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All Sizes

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In coils and cut to length

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Factory made Spruce
12 to 30 feet

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Ask for our new catalog

A Proven Preventive--Scab--Melanose

Schnarrs Bordol Mulsion

Bordol, in State-wide tests and use since its invention and patenting, has proven most effective in controlling citrus scab and melanose. Thoroughly dependable as a destroyer of scale and white fly as well as rust mite and aphids by contact. Costs no more than poorly prepared, mechanically inaccurate, homemade bordeaux and oil mixtures. EXPERIENCE PROVES NO UNDUE INFESTATION OF SCALE FOLLOWS ITS USE. Bordol sprayed before bloom and after not only thoroughly controls scab and melanose but stimulates the trees to greater vigor, growth and bearing. If scab infection light, then one application at fall of bloom will give results.

FOR CITRUS

Schnarrs

Spray Formula
Bordol Mulsion
Oil-Sulphur
Silk Sifted
Dusting Sulphur
Lime Sulphur Solution

EQUIPMENT

Spraying Machines
Dusters, for
Grove or Crop
Engines
LeRoi
Collis
Cushman
Novo

FRED FEE

ATTORNEY-AT-LAW

Fort Pierce, Florida

J. Walker Liddon

Nov. 18, 1924

J. Schnarr & Company,
Orlando, Florida.

Gentlemen:

In our grove at Bluefield I used your Bordol Mulsion, to me with very satisfactory results. I have not shipped my crop yet so do not know the percentages yet. But last year over 30% of my crop was culls, but I believe it will not exceed ten per cent this year and following this application of the spray it has not seemed to me to be necessary, or advisable to spray for scale. Am very glad to add my testimonial to any others to the satisfactory results of this spray. It is the most effective spray against citrus scab that I have ever used.

Yours sincerely,
FRED FEE.

For Vegetables

Schnarrs

Standard Dusts
Copper-Lime
Copper-Lime-Arsenate Dust
Nicotine Contact Dust

ACCESSORIES

Spray Hose
Spray Guns
Nozzles
Connections
Bamboo Rods
Pump Parts
Engine Parts

Schnarrs Florida Standard ALL ALUMINUM GEAR DRIVEN Dusting Machine, a step in advance of any similar equipment, will be exhibited at South Florida Fair. It will pay you to defer purchase of grove duster until this machine is inspected.

J. Schnarr & Company

Established 1906

ORLANDO, FLORIDA

LARKINS

WINTER HAVEN

TAMPA



Photographic evidence of the successful and rapidly growing grape industry in Florida. One correspondent writes: "I made more money from one acre of grapes and one acre of blackberries in Florida than from eighty acres of \$2.00 wheat in Canada."

(Photo by courtesy of Southern Nurseries, Inc., Bartow, Florida).

There Is Only One Way To Make A Grove Pay--

Read the following letter. Mr. W. C. Daniells has spent over eight years in helping develop various citrus properties in Florida. During that time he never personally bought and planted any trees. But he saw thousands of dollars wasted on inferior nursery stock and when, after eight years of experience and observation, he began to buy trees for himself and his company, he selected only OCKLAWAHA NURSERIES PEDIGREED TREES.

LAKE COUNTY GROVES CORPORATION

WE DEVELOP QUALITY GROVES ONLY

MAIN DEVELOPMENT 15,000 ACRES NEAR EUSTIS, LAKE COUNTY, FLORIDA
EUSTIS, FLORIDA

OFFICERS

President
IRVING H. CHASE, Waterbury, Conn.
Vice-President and Secretary
HARRY C. DUNCAN, Tavares, Florida
Treasurer and General Manager
W. C. DANIELLS, Eustis, Florida.

December 17, 1924.

The Ocklawaha Nurseries
Lake Jem, Florida
Gentlemen:

Replying to your letter of inquiry with reference to trees that we are using in our plantings, would say, that we are using only Ocklawaha Nurseries trees on our big development as well as on our personal development.

We are interested only in the production of quality fruit, and we are satisfied that the Ocklawaha Nurseries methods of propagating trees is the only method by which we are sure of producing uniform quality fruit, and getting satisfactory crops each year.

Yours very truly,

Lake County Groves Corporation

W. C. DANIELLS

Manager.

WCD:ERQ

Make your grove pay right from the beginning. This can be done by purchasing Ocklawaha Pedigreed Trees. You will then get large crops of fine uniform quality fruit that will pay high returns on your investment.

Ocklawaha Nurseries, Inc.

Lake, Jem, Florida

Phone Victoria
through Orlando

Telegraph
Zellwood

Forty-four

**COMPLETE VENTILATOR
EQUIPMENT INSTALLED
ON STEAMSHIP TAMPA**

Complete ventilating equipment has been installed in the Gulf & Southern steamship Tampa, for carrying citrus fruit and other perishables in first class condition from Tampa to New Orleans.

The Tampa, which carries both passengers and freight, has been laid up at New Orleans for the last two weeks while alterations were made. During this time the steamer Lake Gunnl took its place carrying freight.

G. W. Bartlett, general freight and passenger agent, said that in the past this ship has been handling quite a volume of citrus shipments,

THE CITRUS INDUSTRY

but the improvements were installed in anticipation of a large increase in this business.

Increased ventilation of the main deck by ports has been arranged. For the 'tween-deck, big fans have been put in, forward and aft, to draw fresh air in and expel it.

The trip to New Orleans takes less than two days. Sailing from Tampa Tuesday afternoons, the steamer arrives in New Orleans Thursday mornings.

The Mallory and the Gulf & Southern lines had a fleet of six steamship in port here one day recently. Four were moored at the Mallory-Gulf terminals at the same time one day. They are the G. & S. liner Tampa, and the Mallory

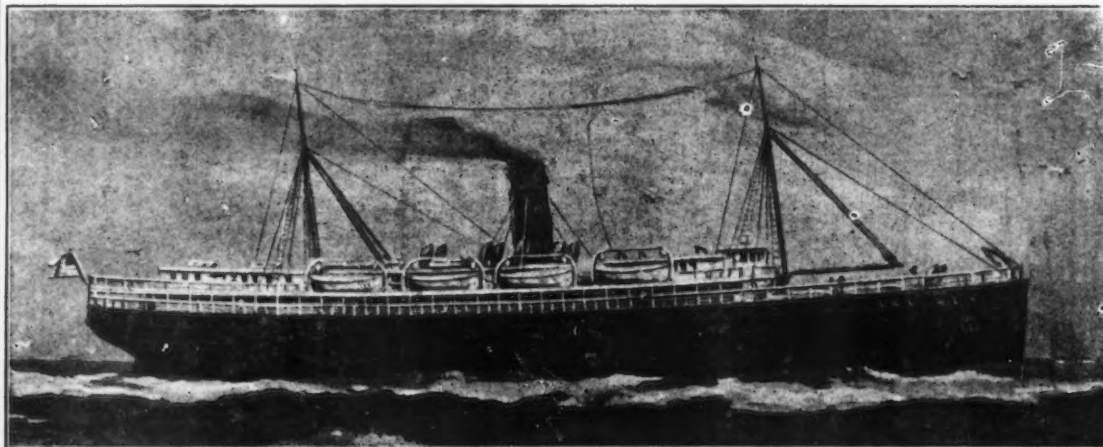
freighters Colorado, Katahdin and Ocmulgee. The Lake Gunnl and the W. M. Tupper of the G. & S. line left one Sunday. The Tupper, in regular service between New Orleans and Miami, stopped here for phosphate cargo enroute to New Orleans. The Katahdin came here on a special trip from New York, as the Ocmulgee, leaving there a few days earlier, was unable to take all the cargo on hand consigned to Tampa.

Two or three strips of bacon added to the dish of macaroni and cheese just before putting it in the oven will improve the flavor.

in writing to advertisers, please mention The Citrus Industry.

To NEW ORLEANS By Sea
Scheduled to Sail
FROM TAMPA every TUESDAY at 3 p. m.

Connects at New Orleans with Rail Lines to Northern, Western and Southern Points.



S. S. Tampa

Elegant accommodations. Suites with private bath if desired. Enjoy the delight of a sea voyage—48 hours at sea, Tampa to New Orleans.

Fares (Including Meals and Berth on Steamer):

TO NEW ORLEANS (ONE WAY)	\$32.50
TO NEW ORLEANS (ROUND TRIP)	58.50
To Chicago	44.60
To St. Louis	39.67
To Louisville	34.21
To Memphis	33.00

Correspondingly Low Rates to Other Southern, Northern and Western Points.

Gulf & Southern Steamship Company

G. W. Bartlett, G. F. & P. A.

Tampa, Florida

Davenport Is The Home of The Famous

"Holly Hill Groves"

Rather than paint you a word picture of Davenport and Holly Hill Groves, we invite you to come and see for yourself. High in the Heart of the Ridge section of Polk County. The greatest planted citrus acreage in Florida. Davenport the perfect "Home City." You will find every advantage that you may desire.

DON'T WRITE—COME AND SEE

There is Nothing in Florida More Beautiful Than

"Holly Hill Groves"

At

Davenport, Florida

The top of Polk County's Sky Line.

**The largest commercial park in the
whole world.**

Davenport==The Home of Holly Hill Groves

High up in the hills of Polk county, in the beautiful lake region, is Davenport, where the county's foremost landscape engineers are taking advantage of the wonderful soil and climate to produce Florida's most beautiful city. And nature and man have combined to make this one of the most desirable places in Florida to live.

Davenport is ideally situated midway between the Atlantic Ocean and Gulf of Mexico, on high rolling land amid hundreds of clear, sparkling, spring-fed lakes. It is located on the Dixie Highway and the Atlantic Coast Line Railroad, on the main line of travel from northeastern Florida to the West Coast. It is in Polk County, one of the most progressive counties in Florida, with over 70,000 acres of citrus groves, the coun-

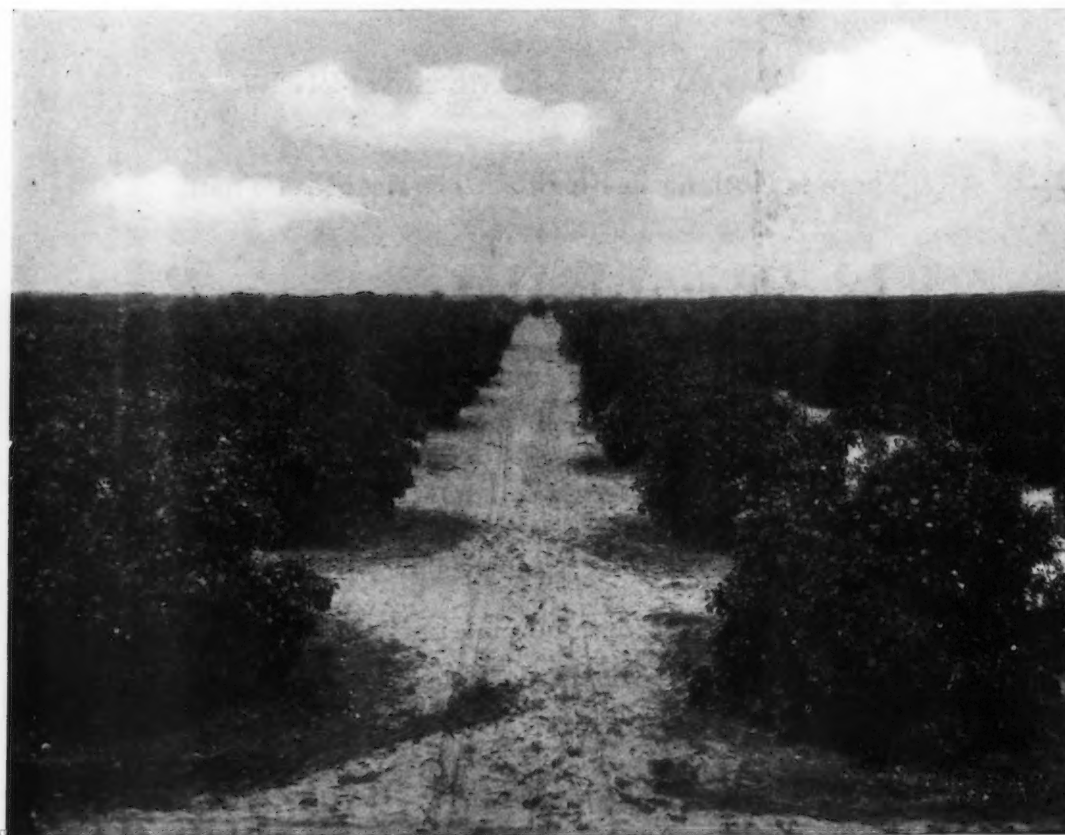
ty that was able to take first prize for its exhibit at the 1924 South Florida Fair. And Davenport is on Polk County's system of over 400 miles of asphalt highways, as fine a road system as any county in the entire country can boast.

One of the chief reasons for Davenport's beauty and desirability is nothing in its growth has been left to haphazard chance. The Davenport Realty Board has engaged the services of Stiles and Van Kleek, of Boston, Mass., a firm that operates departments specializing in planning golf courses, landscape engineering, city planning, and architecture, to develop and carry out plans of city beautification.

The city has recently been re-zoned by Stiles and Van Kleek for a population of 30,000. The Dixie High-

way running through Davenport is one hundred feet wide, and all roadways follow the natural contour of the ground, affording a panoramic view of the beautiful groves and lakes nearby. Ninety miles of roadways are being built, each lined with beautiful shade trees and flowers. At the present time improvements totalling \$1,252,000 are actually under way.

And Davenport is a "home" city as witnessed by its splendid school system and church activity. For the past three years the Davenport School has been the highest rated standardized school in Florida. The Non-sectarian church is firmly established, with no debts of any kind and money in the bank. The Country Club is located inside the city limits, offering a splendid golf course, with Pro-



Fine young citrus trees in Holly Hill Groves

Holly Hill Development Section

fessional Tom C. Dobson in charge.

Many beautiful homes have been built or are in the course of construction, a few of them palatial, many of them modest in size, but all of them real homes, examples of the best in architecture and building. Davenport is attracting the kind of people that you would like to have for neighbors and friends.

Because the driving power behind the development of Davenport has come largely from the personnel of the Holly Hill Grove and Fruit Company, the story of Davenport's growth is also the story of the growth of Holly Hill Groves. Headed by Frank Crisp, manager of the Holly Hill Grove and Fruit Company, these far sighted business men have put across not only the city of Davenport, but a surrounding grove development of thousands of acres.

Davenport could not be what it is today without its natural advantages, but it took the vision and confidence of such men as Lorenzo A. Wilson, Frank I. Wheeler, Bayless W. Haynes and Frank Crisp to bring it to its present state of perfection. To them and their co-workers belongs the credit for the foresight which is making Davenport what it is, and their confidence, backed by millions of dollars of invested capital, has been amply justified.

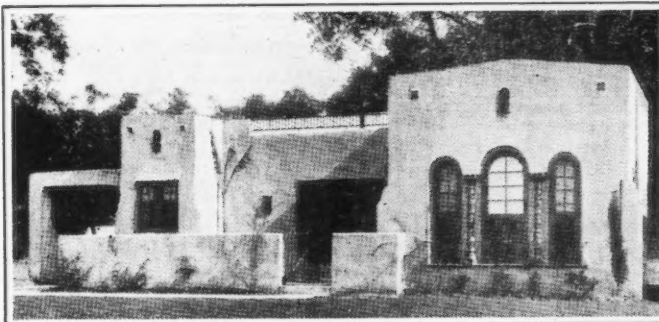
The Holly Hill Grove and Fruit Company is developing 5,000 acres at Davenport—Holly Hill Groves. These groves, located on the surrounding hills, make Davenport the center of the world's most beautiful park. All the highways running between these groves are lined with beautiful shade trees and flowering shrubbery, and everything possible in the way of beautification is being done. The Holly Hill Groves are being planted

in five acre units, each five acre grove fronts on an improved road. This is ideal, giving ample space for 245 citrus trees and leaving sufficient space for a home.

This company is a subsidiary of Wilson and Toomer Fertilizer Company of Jacksonville. The whole plan is thoroughly systematized for the securing of perfect results. The com-

ing groves. Grove owners have been drawn from thirty-five states as well as from Canada, England and the Panama Canal Zone.

Davenport's leadership in city planning and city beautification is causing state-wide comment, and a great deal of creditable publicity, for the magnificence of the plan and the scope of the undertaking is unsurpassed any-



Home of Frank W. Crisp, Davenport, Florida

pany owns and operates its own nursery, in fact the organization is so complete that it efficiently carries out every department of the development.

One cannot but be struck by the vastness of the program in which these men are engaged; the extensive landscape gardening, the building of a beautiful golf course and country club house; the laying out of many parks; the beautification of the highways, are all a part of the great plan which is making Holly Hill one of the foremost show places in Florida.

That Davenport needs but to be seen to be appreciated as the ideal location for a Florida home, grove or both, is amply borne out by the fact that business men and bankers have invested, to date, over three million dollars in this city and the surround-

where in Florida.

Life in Davenport is truly delightful, with its high altitude, pure air,



A Morning's Catch at Holly Hill



Home of Bayard F. Floyd, Davenport, Florida

an abundant supply of pure water, the country club and golf links, and the easily available fishing, hunting and other outdoor sports. There has been nothing left undone, nothing left out, that could add to man's natural enjoyment of life.

Winter rains, washing hillsides, poor land, small crops, poverty-stricken farmers—one of life's sad stories. It all goes together.

Fourth annual Farmers' Week at the University of Florida is scheduled for August 17-22, 1925.

In writing to advertisers, please mention The Citrus Industry.

CLASSIFIED ADVERTISEMENTS

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

REAL ESTATE

WANTED—To hear from owner of farm for sale, for fall delivery. O. K. Hawley, Baldwin, Wis.

FOR SALE CHEAP—Eleven acres high, rooly citrus land; 4 acres cleared with small house, and large nice bearing orange trees full of fruit. Nicely located near Altamonte Springs, Fla. For particulars write H. A. Lunquiere, 41 N. W. 29th St., Miami, Fla.

WILL EXCHANGE West Texas cattle ranch for unimproved or improved land in Florida. What have you? Give price and full particulars. T. E. Bartlett, 2410 McKinley Ave., El Paso, Texas.

EARLY BEARING Papershell Pecan trees, budded or grafted and guaranteed. Great shortage this year. Write for catalog today. Bass Pecan Company, Lumberton, Miss.

Want to hear from owner having farm for sale; give particulars and lowest price. John J. Black Chippewa Falls.

NURSERY STOCK

FOR SALE—Cleopatra Mandarin seedlings. September delivery, enter order now. Cavendish banana plants and avocado trees. Write for price list. R. E. Skinner, Hillsboro Hotel, Tampa, Florida. May-4t

Owing to the large acreage which will be planted to grapes the coming season it will be necessary to reserve plants early. Our plants are true to name, vigorous and well rooted. Reserve your plants now. Write for booklet No. a2. SOUTHERN ADAPTED NURSERIES

Bartow, Fla

BANANA PLANTS for sale. Improved Cavendish, Hart, Orinoco, Ladyfinger. Information free. W. E. Bolles, Oldsmar, Fla. tf

"BOOK OF TRUTH"

For planters of new groves
Is yours for the asking,
Write Today.

OCKLAWAHA NURSERIES INC.

"Pedigreed Citrus Trees"
Lake Jem, Florida

POLK LAKE NURSERIES

Offer to the grower young trees of standard variety, backed by 30 years of nursery experience and a guarantee which only honest dealing can justify. For full information address A. H. Sloan, Box 413, Bartow, Fla.

AVOCADO TREES—The wonderful FURTE and other very profitable varieties. Fresh. Vigorous. Reserve yours. Supply limited. Catalog free. Florida Tropical Nurseries, Box 81, Bartow, Fla. 1tp.

AGENTS WANTED—We want good, reliable parties to act as our agents in their local communities, selling our citrus trees on a liberal commission. A good opening for the person who will devote all or a part of their time working among their neighbors. Lake

THE CITRUS INDUSTRY

Nursery Co., Leesburg, Fla.

MISCELLANEOUS

FOR SALE—Dairy and stable manure, car lots. Link & Bagley, Box 464, Tampa Florida. 6t

WHITE WYANDOTT Cockrels, regal strain—the best in the country, direct from Martin pens. Utility and show birds \$5.00 each; also eggs for hatching \$5.00 per 15. W. A. King, Gen. Del., St. Petersburg, Florida.

SOUTHDOWN SHEEP, White Rocks, Toulouse Geese, Guineas, Angora and Milk Goats, Circular free. Woodburn, Clifton, Va.

AGENTS—Quality Shoes, quick sellers. Big commissions, immediate returns! Repeat orders. Experience unnecessary. Write full particulars. Tanners Shoe, 2011 C St. Boston.

FOR SALE

Remington Portable Typewriter with standard keyboard. Has all advantages of larger machine. Ideal for farm and home use. \$60. cash or sold on easy terms. Remington Typewriter Co., 103 Parker St., Tampa Florida.

CONDENSED DATA—on Tung Oil in Williamson and E. L. Lord. By apudustry has been compiled by B. F. plication to B. F. Williamson, Gainesville, Florida, this booklet will be sent

to you postpaid for fifty cents.

POSITION WANTED—Competent citrus grove superintendent wants supervision of groves where quality fruit is essential aim. 12 years technical and practical experience. Care Citrus Industry.

FARM—GROVE—HOME

22 acres large bearing grove; modern two-story, 8 room house, completely furnished on third largest lake in state in thriving town; good roads, church, school; complete line farm implements and tools. P. F. Cloonan, Yalaha, Lake County, Florida.

GROVE HEATERS—Several hundred oil grove heaters at less than one-third original cost and practically new, only used once. Heaters, drums and oil all in good condition. Apply to Lewis E. Klatte, The Gem Nurseries, Lake Jem Florida.

THE CONTINENTAL HATCHERY OF VALDOSTA: BABY CHICKS—Leading varieties from selected stock, now hatching. Prompt service. Address, Box 133, Continental Hatchery of Valdosta, Georgia.

LAND INSPECTION—Soil surveys, Florida's leading expert. Consultations, advisory services, appraisals. All agricultural branches. Specialties: citructure, tropical fruits, vitaculture, trucking, livestock. Lindley Heimbürger, B. S. Agri., M. S. Agricultural Engineer, Chemist, Box 226, Tampa.

Here's a Florida Gold Mine for Some Live Wire

I offer here a proposition that would net men like Harry E. Prettyman, D. P. Davis, W. L. McNevin, A. J. Sims, Chas. P. Glover, T. Roy Young or many other farsighted developers a cool MILLION DOLLARS.

THE PROPERTY CONSISTS OF 400 ACRES SURROUNDING LUTZ ON EVERY SIDE. LOCATION, ENVIRONMENT, NATURAL BEAUTY AND TREND OF DEVELOPMENT ARE ALL MOST FAVORABLE.

Lutz as you may know is located on a railroad. There is a splendid hard surfaced road leading through the town and through this tract. Lakes and trees have been placed by Dame Nature most advantageously. Everything that is required to develop a truly high grade subdivision at a very minimum cost is here.

If this property were located in Tampa, Miami, St. Petersburg or Sarasota it would command a sale price undeveloped of easily a million dollars. As it is we are offering it to someone who can convince us of his ability to develop it properly, for only two hundred thousand dollars.

There are now on the property five big lakes already noted for their attractions to fishermen from all parts of this section. At a very moderate cost three more shallow lakes could be dredged out to beauty spots that would add immeasurably to the value of the property. The live wire who buys this property will find that

he has at least six hundred lake front lots.

The balance of this tract is high rolling land and the combination with the lake property is enough to prove a true delight to the vision of the real developer.

Many people would attempt to give you a word picture replete with descriptive adjectives and high sounding phrases. Such is not my purpose. If I have told you enough to interest you I would much prefer to have you look over the property with me and have you form your opinion from the impression the actual, visible property makes upon you.

The growth of this section, phenomenal though it has been the past few months, has only started. This Lutz property is directly in the path of development as surely as there is a tomorrow.

IF YOU WOULD PARTICIPATE IN THE PROFITS THAT AWAIT THE RIGHT MAN, THIS IS YOUR CHANCE. WE REPEAT AGAIN THAT TO THE RIGHT PERSON THIS \$200,000 INVESTMENT WILL NET A RETURN OF FROM THREE-QUARTERS OF A MILLION TO A MILLION DOLLARS.

My faith in the success of such a development may be evidenced by the fact that to the man who will furnish the money for such a development I will be glad to sell a quarter or half interest in the property.

IF YOU WANT THIS FLORIDA GOLD MINE GET IN TOUCH WITH ME BEFORE IT IS TOO LATE

C. E. Thomas

404½ Zack St.

Tampa, Florida

Why Should I Buy A Grove?

Because a citrus grove in a well-selected part of Florida is a very profitable and practically a permanent investment. The trees are long lived and the quality and quantity of the fruit improves as the trees grow older.

Because instead of there being a loss by depreciation each year the property becomes more valuable and the fruit of finer quality, thus increasing the income per acre without increasing production costs.

Because citrus groves pay an annual net income of from 25% to over 75% on the investment, according to the location of the property and the care given to it.

Because a producing grove will pay a fine income for a lifetime, for your children, for their children and so on for many generations to come.

Because the fluctuations of the stock market have no effect upon the sale of oranges, grapefruit, and tangerines; the failures of banks will not hurt the grove owner; financial depressions and so called "big business" in the north have no bearing upon the fruit situation of Florida.

Why Should I Buy Acreage In Mammoth Grove?

Because it is the greatest citrus development in all of Florida.

Because a grove in MAMMOTH GROVE is one of the most profitable, least speculative and most convenient investments obtainable.

Because it is income insurance—ten acres will care for you for life and then can be handed down to future generations without loss in the handling.

Because an owner does not have personally to work his grove, but it is attended to by expert horticulturists who will make it produce the best possible results at the least possible cost.

Because in every way it is the best, most reliable and established of Florida developments; the owners of groves in MAMMOTH GROVE are securing perfect location, proper type of soil, frost protection, natural beauty, and the price of the property is right.

Come and see MAMMOTH GROVE as our guest. Just write or wire when you will arrive and we will meet you.

The Florida Highlands Citrus Corporation

Lake Wales, Polk County, Florida

SHOW SPOTS OF FLORIDA— THE MAMMOTH GROVE AT LAKE WALES

Continued from page 20

Florida that are good and sound and which likewise devote the utmost care to their property, but of all that have come under the writer's observation, Mammoth Grove is the one that appeals to him the most. For the benefit of those who may read this article and become interested I will give the plan of operation as given to me by Mr. Louis H. Kramer, president of the company. Mammoth Grove is divided into five-acre units, and a purchaser may buy as many of these as he may care to. He is also shown the whole property and from unsold acreage may pick his own location to suit himself. The acreage he picks already is planted to budded orange and grapefruit trees with three year old root systems. The company cultivates it and cares for it for five years from date of planting free of all charge, and during this period pays all taxes. The fifth year they deliver to the purchaser a bearing grove with a warranty deed for the property and if the owner so desires, they will continue to give it perpetual care, pick and market the fruit, turning over to the owner all returns less only a nominal commission for handling.

Mr. Kramer explained to me that only a small initial payment is required, the balance being divided in quarterly installments over the period between the time of purchase and the date of maturity of the grove. This makes it easy to acquire a grove of your own and all you have to do is to let Mother Earth and Dame Nature turn your fruit into a handsome income. Mr. Kramer showed me how a ten-acre unit would pay returns that would keep the wolf forever from scratching on the door. It was a most pleasant picture and I personally know of the many, many millions that have been made by grove owners in Florida, so I decided to tell his story far and wide to those who wish to acquaint themselves with a development of real merit.

Just west of Mammoth Grove is the beautiful Mountain Lake property, the richest and most exclusive country club in Florida. Its several thousand acres of fine citrus trees join the Mammoth Grove Estate. Located one mile south is the city of Lake Wales. This lovely and progressive little city is known all over the state as the "Crown Jewel of the Florida Highlands," and by the way, Mr. Kramer is also mayor of Lake Wales.

Mammoth Grove has thirty lakes on the property, and these lakes give to the groves frost protection in the few times during the winter season that frost occurs elsewhere. These lakes are of a perfect blue color, clear as crystal, the blue being perhaps a reflection from the sky. The fishing in this section is excellent, large mouth black bass, crappies and bream are the best known and are caught in abundance by either artificial lure or live minnows. Hunting, too, is all that anyone might desire, for Polk County is one of the best in the state for all kinds of game.

When you come to Florida be sure to see all of Polk County. Don't miss the chance to feast your eyes upon the wonders that He hath wrought here with a lavish hand. Of course if you are in Florida it will be your loss if you go back to your northern home and do not see all of these things. Perhaps upon seeing what there is in the hills of this ridge section you may decide like myself to stay. Don't think that you will regret it, there are thousands here now who are even more pleased than they were at first.

Make it a special point to visit Mammoth Grove. You will see groves of oranges and grapefruit all over Florida, but I will bet you a new hat that if you see everywhere else in Florida first you will frankly admit that Mammoth Grove is the "King of Them All." A big and spacious guest house is kept at Lake Wales for the convenience of owners who wish to visit their property from time to time and every modern facility is afforded visitors. However if you are not an owner, write a letter or send a wire addressed to "Mammoth Grove Guest House, Lake Wales, Florida," and tell them just when you will arrive. They will take care of everything for you and attend to your welfare free of charge while you remain their guest. It will be an experience that you will be proud to relate to those of your family and friends who have never seen Florida, or even if they have, if you tell them of your visit to Polk County, Lake Wales, and Mammoth Grove, it will give to them something to look forward to.

Yes, Florida is really coming into her own. Every year brings more and more tourists, home seekers and investors inside of her borders. There are some sections that will be more eagerly sought after than others, just as there is in the north country, and if you will learn as Kipling says, and profit from my experience, you can

live healthier, happier, wealthier and longer in Florida.

GRAPEFRUIT CRUSH IS THE NAME OF NEW DRINK MADE AT LAKE WALES

What is expected to prove a blessing to the grapefruit growers through the state is the announcement that a company has been formed and began the manufacturing of a new drink made solely from grapefruit. The company has taken the name of The Grapefruit Crush Manufacturing Co., Inc., with headquarters in Wauchula. Due to the large number of grapefruit being grown in the Lake Wales territory the first factory has been erected near that city but it is planned to erect other plants in other sections of the state.

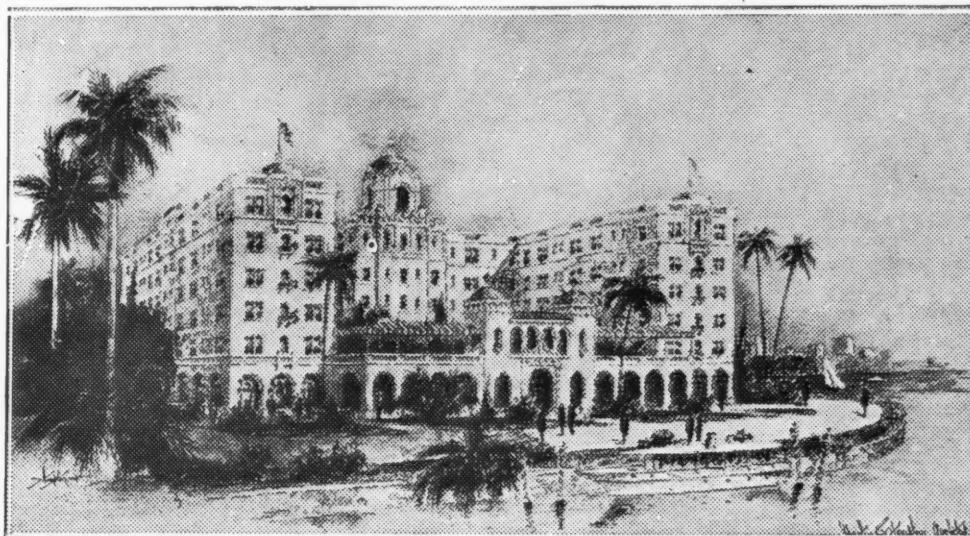
The new company is capitalized at \$100,000 and much of this has been paid in. According to the officers the plant began active operations Monday morning. It has a capacity of 500 gallons per day and this will be increased as the necessity demands. The new drink is expected to prove popular from the start. It is called "Grapefruit Crush" and for the present will be sold in bottles only.

The officers are all local men and include; Mr. J. E. Smith, president; Mr. R. L. Perdew, vice-president and Mr. V. W. Surrency, secretary-treasurer. The directors include the officers and Mr. J. W. McDonald.

That there is a ready sale for the new product is seen from the statement by the officers that many soda fountain operators and merchants are already sending in large repeat orders.

"Fruit is golden in the morning, silver at noon and lead at night." That's old stuff and has long been believed. Now the after-each-meal fruit schedule holds high place in medical esteem. Raw fruit is styled, "nature's toothbrush." Fruit is now in order morning, noon or night. Dr. William Brady, well known writer on health topics, says that the "acid of oranges and grapefruit, contrary to what we were once taught, is an aid to digestion of the cereal and cream which often follows."

Florida housewives are turning millions of cull and otherwise unmarketable fruits into wholesome preserves, marmalades, jellies, etc.



Building Profits for Investors

on

DAVIS ISLANDS TAMPA IN THE BAY

BUILDERS' hammers are ringing on Davis Islands! Architects, engineers, surveyors, contractors and hundreds of workmen are erecting magnificent homes, apartment buildings, and palatial club houses on these man-made islands in almost the very heart of Tampa. Building profits, they are, for every Davis Islands investor!

And here is a concentration of Florida's best—where \$30,000,000 is being spent to produce a glorious setting for America's finest homes—with sports and every sort of absorbing recreation; where the early stages of development present a source of large earnings for investors; where nearly \$3,000,000 worth of property was purchased in ten hours. This is Davis Islands—Tampa—the most interesting spot in Florida!

Free Bus Tours From Florida Cities

Delightful motor tours are made to Tampa and Davis Islands each week from Davis Islands offices throughout the state. These free trips, made in luxurious Davis Islands busses, may be arranged for through the local office managers.

D. P. DAVIS PROPERTIES

Executive Offices — Tampa, Florida

St. Petersburg, Lakeland, Sarasota, Clearwater, Bradenton, Orlando, Jacksonville and other Southern cities



D. P. Davis, owner and developer of Davis Islands, Tampa's \$30,000,000 development in beautiful Tampa Bay, and the man whose vision and initiative have made possible this gigantic project where \$3,000,000 worth of property was sold in ten hours.

Where Florida Fruits Delight the Palate as Florida Scenes Delight the Eye

For your breakfast a golden ripe orange or a mellow and juicy grapefruit, plucked from trees in your own yard. Fruit and flowers, glinting sunlight on deep-blue bay waters and a breeze warmed by the first rays of a tropical sun—all contribute vital elements to the sheer delight of living in this land of perpetual summer.

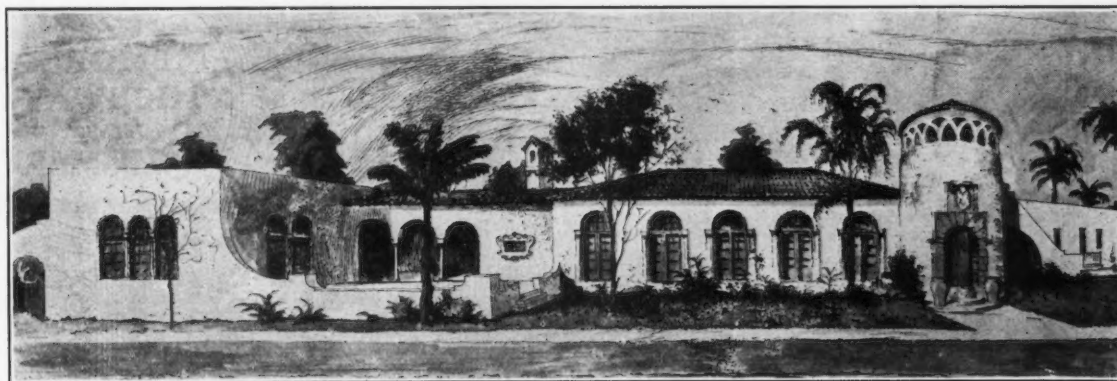
Florida, upon which the country depends more than any other state for its supply of year-round fruit, gives to all who ask a bountiful supply of its tropical treasures. Where every man's yard may be the family fruit store—where bough-bending clusters of luscious fruit may be gathered from one's breakfast-room window—and where the scent of colorful orange

blossoms is wafted by warm breezes, is just what Florida provides for those who seek to dig deeply into its store of delightful living.

And nowhere in the state, expert horticulturists are agreed, will it be possible to enjoy to any greater degree these luxurious gifts than on Davis Islands in Tampa Bay. Aside from the fact that \$30,000,000 is being spent to make this development one of surpassing beauty and distinction, with marvelous hotels, colorful apartments, magnificent homes, bathing pools, golf clubs and casinos, the best landscape artists and gardeners in the country are working towards the fulfillment of the promise of fruit and flowers. For without them these

Islands-in-the-Bay could not become the tropical fairyland visualized by D. P. Davis, their creator.

Frank M. Button, noted landscape architect, with a corps of expert assistants, is making elaborate plans for the beautification of the Islands. A twenty-acre nursery, where rare fruits, plants and flowers will be propagated for use only on the Islands, has been purchased by the D. P. Davis Properties and even now is extensively planted. From neglected delta isles of a few years ago, Davis Islands is destined to blossom forth in full-bloom beauty—a fit setting for glorious Florida fruits.



The \$50,000 administration building for Davis Islands. When completed, this will contain an auditorium, restaurant, offices and a huge, restful lounge.

JUNIOR SCIENTIFIC

AID IN MYCOLOGY

The examination for junior scientific aid in mycology will be held throughout the United States on February 4. It is to fill vacancies in the Bureau of Plant Industry, Department of Agriculture.

The entrance salary is \$1,320 a year. Higher-salaried positions are filled through promotion where practicable.

The duties of the position will consist of assisting in the Office of Pathological Collections by taking charge of the Mycological Exchange in all phases, from the time of receipt until

permanent disposition. This involves keeping a card index of all material received; assorting, labeling, and filing specimens; maintaining an exchange index and a file of undetermined specimens.

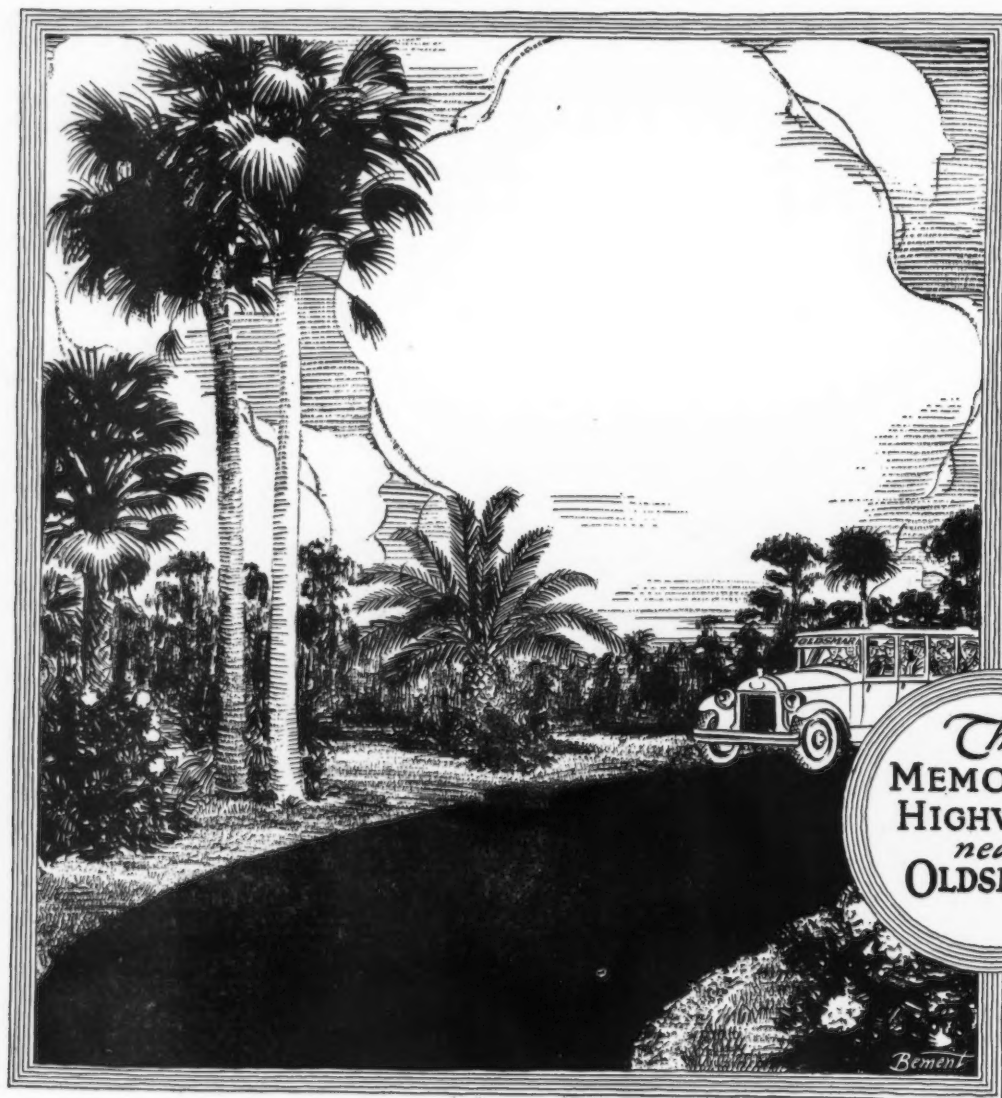
Applicants will be given practical questions in indexing and preparing labels of biological specimens. They will also be rated on their education and experience.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. civil-service

examiners at the post office or customhouse in any city.

Lespedeza is to the pastures of the South what white clover is to blue grass pastures. It grows well with Carpet grass and is a fattening pasture, and is best in fall when woods grasses fail.

The time to prevent many diseases of cucumbers—as well as many other crops—is to disinfect the seed before planting. For cucumber seed use corrosive sublimate, 1 to 1000; soak ten minutes.



THE MEMORIAL HIGHWAY

Florida's finest boulevard beckons you to OLDSMAR
where the year 1925 is bringing
prosperity to all

OLDSMAR
- *a Reality*



CHARLES P. BLAND
HARRY E. PRETTYMAN

Oldsmar A Favorite Horticultural Region

The failure by frost of a considerable portion of the California citrus crop and the very fine citrus crop produced this season in the Tampa Bay region has emphasized to investors the advantages of acreage such as found in and near Oldsmar.

Tourists who have visited Oldsmar this winter have been impressed particularly with the fine adaptability of its soils for a variety of growing purposes, an unusually large variety of vegetables being produced at Oldsmar in a profusion returning large profits to the growers.

It has been estimated that ten per cent. of the vegetables consumed in the United States originate in Florida. The members of the Oldsmar Growers' Association, some seventy in number at this writing, are doing their share in contributing to this fine record of the Peninsular State.

The famous Pechin tract, which last winter produced eleven ribbon winners at the South Florida Fair, is proving again to be a fine profit maker, as are the Eltner, Heilmann and other truck gardens in Oldsmar.

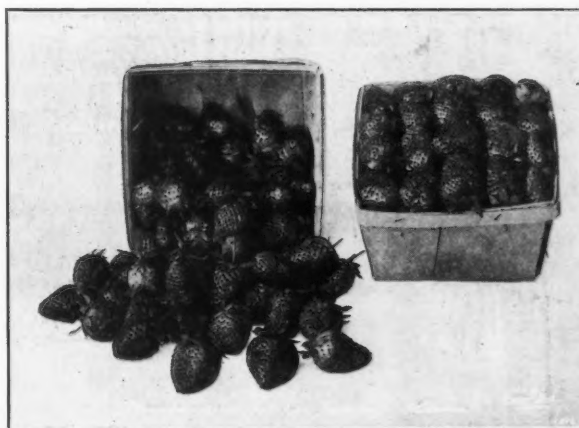
Though newspaper attention has been centered largely on the heavy sales of residential and business lots at Oldsmar in the past several weeks, the Oldsmar Development Company reports that there has been a tremendous total of purchases of farming tracts.

Nation-wide advertising and publicity have brought the attention of persons in all parts of the country to Oldsmar's advantages. The Chamber of Commerce, too, has made Oldsmar's business and agricultural advantages known.

During the closing weeks of 1924 and the opening days of 1925, Oldsmar's

the recently finished structures is the magnificent and spacious Spanish mission style Casino on the bay shore, the scene of several important banquets, among them the annual event of the Tampa Real Estate Board.

The 1,000-foot boating and fishing pier, adjoining the recently constructed yacht basin, is almost ready for



Strawberries grown at Oldsmar

mar's builders have pushed a program of construction that has raised the city to a population at this date of 2,000 and has brought to completion or points nearing completion a score of public and private buildings. Among

full use. The preliminaries of work have been proceeding for a number of weeks on the 350-room Lafayette Hotel, overlooking the bay and the site of the 18-hole golf course.

Numerous new streets have been cut through, many of them in the Country Club addition. This section was opened a few weeks ago, three months ahead of schedule, because the company had sold the last of the lots in the re-plat filed last February, numbering 2,800.

Even greater progress is scheduled for the next few months in the program set out by Oldsmar—to become a city of 25,000 by 1930.

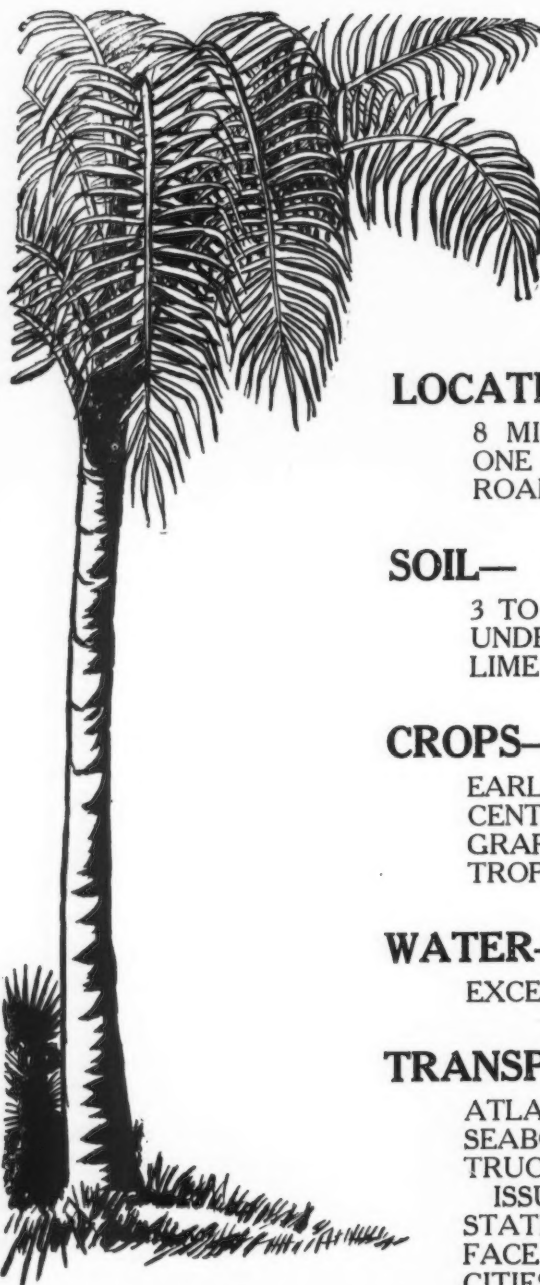
The diet of the child every day should contain some milk, eggs (fish, fowl or meat), bread and cereals, vegetables, fruits, sweets and fats.

Wash your windows the easy way with a piece of chamois skin, 15 to 18 inches square, wrung out of warm water. Dry with the same chamois wrung from clean water.



Grapes Grown at Oldsmar

FERTILE



SOUTH OF SEBRING

IDEAL SMALL TRUCK FARMS
SELLING NOW AT PRE-IN-
TRODUCTORY PRICES RANG-
ING FROM \$50.00 TO \$150.00
AN ACRE.

LOCATION—

8 MILES EAST OF LAKE CHILDS,
ONE MILE FRONTAGE ON STATE
ROAD NO. 8.

SOIL—

3 TO 12 FEET RICH BLACK MUCK
UNDERLAID WITH SAND CLAY AND
LIME MARL.

CROPS—

EARLY TRUCK, FUTURE CELERY
CENTER, BANANAS, BERRIES,
GRAPES, OTHER VARIETIES AND
TROPICAL FRUITS.

WATER—

EXCELLENT DRINKING WATER

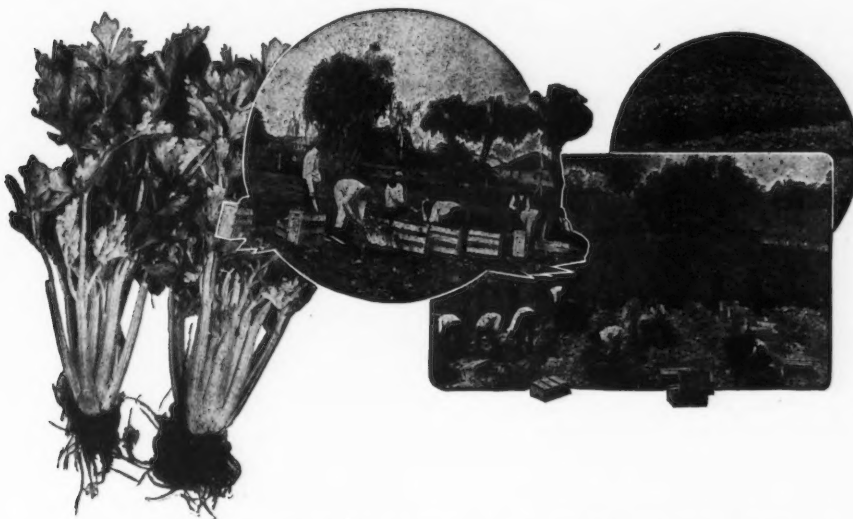
TRANSPORTATION—

ATLANTIC COAST LINE R. R.
SEABOARD AIR LINE R. R.
TRUCK SERVICE—BILL OF LADING
ISSUED AT FARM GATE.
STATE ROAD NO. 8, HARD SUR-
FACE TO ALL LARGE SO. FLORIDA
CITIES.

VALLEY

HIGHLANDS COUNTY, FLORIDA

THERE IS GOLD IN THIS SOIL. YOU CAN BE THE FIRST SHIP-
PER OF TRUCK REACHING THE MARKET AT A PERIOD
THAT BRINGS BIG MONEY RETURNS.



FIRST CROP ADJOINING PLANTATION, **CELERY** 400 CRATES
TO ACRE, SOLD IN FLORIDA, \$7.00 CRATE—TOTALING
\$2,800 AN ACRE.

YOU WILL HAVE GOOD NEIGHBORS, GOOD SCHOOLS AND
CHURCHES.

TITLE GUARANTEED

THESE 5 AND 10 ACRE FARMS WITH RICH SOIL AND WON-
DERFUL GROWING CLIMATE WILL NOT GO BEGGING LONG
YOUR OPPORTUNITY IS NOW—BUY AT PRE-INTRODUC-
TORY PRICES.

HERE ARE THE MEN BACK OF FERTILE VALLEY

B. L. LAIRD, CHARLES W. ROGERS, J. LEE JOHNSON AND
W. B. LEATHERMAN, ALL OF SEBRING, FLA.
H. L. KELLY, BUTLER, PA.; J. S. PANCAKE, ROMNEY, W. VA.

FERTILE VALLEY LAND CO.
Sebring, Florida

Fertile Valley

By Nellie Van Beynum Horn

Nestling at the foot of the Scenic Highlands, which forms the sky line of Florida, lies Fertile Valley, one of the richest and most extensive of the muck developments. It comprises some 50,000 acres, on either side of State Road Number Eight, in the Upper Everglades region. A special portion of these lands which has been set aside for a unique development embraces 6,000 acres including 5,300 acres of high grade muck which fronts for over three miles on the State Highway, and the road canal, and is traversed for approximately three miles by the Indian Prairie Canal, now nearly completed. The other 700 acres is of high hammock and prairie land, on which the town site of Fertile Valley has been laid out.

This development is being sponsored by a corporation composed of men who were among the earliest believers in the possibilities of this richest

braved their watery domain, to the well ordered farms that are rapidly being brought into cultivation, is not due to the wave of a magician's wand, but to the effect which drainage and hard roads have had upon conditions.

The Indian Prairie Canal and other drainage projects now under construction are bringing every portion of this land into a tillable condition. Its elevation which ranges from 30 to 54 feet above sea level, and from 14 to 38 feet above the high water level of Lake Okeechobee to the southeast makes drainage comparatively simple, and entirely feasible. With this great lake as a drainage basin, the drop of more than a foot to the mile is amply sufficient, while this fall also will make possible very easy irrigation of the farms by gravity from Lake Istokpoga.

Topographical as well as climatic conditions also give to this valley a

raised here with practically no fertilizer. But in all probability, the big income bearing crops will be those comprised in what might be termed the A, B, C, of Fertile Valley, avocados, bananas and celery. Incredibly large returns have been received from their culture on similar lands.

The strategic location of this tract on the cross-state highway places the produce within close touch by motor with both railroads, the Atlantic Coast Line on the west, and the Seaboard Air Line on the Northwest, both of which have also intimated that direct rail connections would follow shortly.

The 700 acres of prairie and hammock land, dotted with picturesque clumps of tall, cabbage palms, is platted, and here the town of Fertile Valley is now building. A homesite in town accompanies each farm, giving to the farmer and his family, those pleasures and conveniences of city



Fertile Valley Celery Field



Fertile Valley Banana Grove

of untried lands, and who have spared no pains to prove the truth of their claims for its fertility. B. L. Laird, C. W. Rogers, J. Lee Johnson and W. B. Leatherman of Sebring, Florida; H. L. Kelly of Butler, Pa.; and J. S. Pancake of Romney, W. Va. constitute the officers and board of directors of the Fertile Valley Land Company, Incorporated.

They with others have been largely instrumental in writing the pages of Florida's great romance, the transmuting of a hitherto impenetrable and mysterious Glades region into an inviting place, where produce may be raised for the markets of the world. This change from dots of myrtle trees in a fern prairie and the tall, swaying tufts of sawgrass, whose barbed edges bid defiance to all intruders who

great immunity from frost. The protection of the high ridge to the northwest, the close proximity of many large lakes, and the natural air drainage toward Lake Okeechobee constitute a strong safeguard against this arch enemy of the fruit and truck grower. While there is some extensive hammock and prairie soil in this area most of it is of a rich muck formation, from five to twelve feet deep, with an underlay of sand and lime marl, which is an important factor, as it holds the necessary moisture in the soil. Decaying vegetation of past centuries is the basis of this muck, and the great depth of this rich, alluvial deposit insures an inexhaustible fertility.

Truck crops, tropical fruits of all kinds, even to citrus fruits may be

and community life so essential to the mental and physical well being of most of the members of the human race. Arranged by a city planner who has combined beauty with comfort, the town of Fertile Valley, unique in its inception and exceptional in the type of service it offers to its citizenry, will be a monument to the vision of the men who saw the possibilities of this country, and to their indomitable courage in surmounting the difficulties that beset their way.

The farm provides a living: reason enough why records should be kept of its transactions.

The culture of grapes is growing in importance in Florida.

In the Hills About Lake Alfred

En route through Florida by Motor

Jan. 1925

Dear Harry:

I left the old hills of Connecticut in a snow storm and I am traveling through Florida, the air in the night and early morning like our spring weather, the noon time comparing with our most pleasant summer days.

My idea of Florida has been smashed to smithereens. I thought it was flat and swampy. I passed miles of flat pine woodland in which here and there under intensive cultivation were large acreages of truck farms, green with midwinter vegetables.

This flat country is north of Orlando. Coming south of Orlando on the Dixie Highway through hills that reminded me of my home state, I arrived in a section so beautiful that I decided to look it over for a few days. This place is called Lake Alfred, about five miles north of Florence Villa and Winter Haven in the midst of the scenic highlands.

I had a good night's sleep, heard the famed mocking bird warble before I went to bed and heard him chirping early in the morning—and what a day! The sun came up bright, the atmosphere radiated that optimistic feeling a fellow has in his system when in good health. I ate

a hearty breakfast and started out after breakfast for a long walk through groves and hills that for sheer beauty no other section in Florida can excel.

The business section, while not extensive, is sufficient for the present needs and the Lake Alfred Improvement Company is in the midst of the greatest activity in assisting the crowds that are pouring into the town of Lake Alfred, some wanting homesites, others more grounds for large estates, some buying grove property and many seeking to launch business ventures in the town.

Here is what I found out about the town after making many inquiries. Lake Alfred and surrounding country has an elevation from 200 to 250 feet surrounded by many spring fed lakes, has electric lights, practically 100 per cent pure drinking water, miles of beautiful drives, paved streets and sidewalks, churches, schools, various clubs, hotels and many new stores and business houses going up. And a new subdivision on the edge of the town called Rochelle Terrace, a new \$750,000 hotel and golf course to be built in connection with this new subdivision. An eighty foot boulevard runs through the center of this subdivision, the big industry, the Lake Alfred Citrus Growers Association in the center of a most remark-

able orange and grapefruit section. Everybody concedes Lake Alfred is some fast growing town so I am sold on the town and this morning have bought my future home site and am going to put \$10,000.00 in a home for the family, having just left the contractor an hour ago, so Harry here is a standing invitation from a Lake Alfred booster. Bring the family down next fall and pay me a visit at my home in the most charming spot I have ever had the good fortune to visit. Forgot to tell you people are arriving and settling here so fast that Lake Alfred will have a population of over 2500 next winter and if you will take my advice you will be one of them.

Will write you later and send you snap shots of the progress I am making on the new home.

Extend my greetings to the family and my regrets that you have to spend one more winter up north.

Your fast friend,
JACK VANDERPOOL
Lake Alfred, Fla.

P. S.—They tell me Polk County, in which Lake Alfred is situated, enjoys the distinction of having the greatest wealth per capita of any county in the United States.

J. V.

HOW ABOUT A FEW

PECAN TREES!

A pecan tree with little care and attention will return crops of nuts much out of proportion to those of other trees.

Specialists of the Florida College of Agriculture are convinced that a few pecan trees have a place in just about every home yard in Florida, particularly farm homes. Accordingly they commend the following pointers to the pecan grower:

Wherever the hickory grows the pecan usually will grow, and sandy soil not naturally adapted to the hickory will grow thrifty pecans, if proper attention is given to cover crops and mulching.

Get your trees from the nearest reliable nursery, and do not try to get the biggest nut they have. Ask for varieties which are known to do well in your community. A medium to large paper shell pecan is preferred. If several trees are to be planted, get

two varieties rather than one.

As a rule, it does not pay to try to save money in buying pecan trees. The variety best adapted to your soil, if healthy and unstunted, is what you want, regardless of cost.

From December till the first of February is the ideal time to plant.

Set the trees out carefully with plenty of top soil packed well around the roots which should be spread out pretty much as they grew originally. Do not pack fertilizer around the roots.

Water the trees next spring, if it is very dry, and mulch the soil close to the trees with rotted leaves, grass or any form of decaying vegetable matter.

The pecan has more deep-growing anchor roots than most trees but its feeder roots are close to the surface, just about the color of the soil, and easily cut by deep plowing. A mower, or even a hoe, may be used to keep weeds down.

A few trees set out now will, with a small amount of attention, give an abundance of nuts for home use in a few years.

CITRUS TREES

Our trees have not been infested with Aphis.

Every tree has a fine quality root stock and a careful bud selection.

These features are the fundamentals of a good grove and successful citrus culture.

—Write or call—

**Wartmann Nursery
Company**

OCALA,

FLORIDA

SANFORD

Seminole County, Florida

"The City Substantial"

A small metropolitan city of ten thousand population. An ideal community for the location of a permanent or winter residence. Non-inflation of realty values and rapid growth of city guarantee prompt enhancement and returns on investments.

On the main line of the Atlantic Coast Line Railroad. Direct water connections with all principal Eastern Seaboard points. **The largest single vegetable shipping center in the world.** Excellent land for grape vineyards can be secured in close proximity to Sanford at moderate price. Poultry raising is also carried on profitably.

A progressive American city, free from objectionable foreign element and influences, Sanford possesses all modern conveniences demanded by those who are used to high standards of living.

Handsome booklet furnished upon request to

PUBLICITY COMMITTEE

SANFORD CHAMBER OF COMMERCE

SANFORD, FLORIDA

A Beautiful Florida Calendar

The Sanford Woman's club announces that its unique Calendar entitled, "The Garden Year in Southern Florida," is now ready for distribution. The Calendar, written and copyrighted by Mrs. Henry Wright, president of the Woman's club, is an art work of special attractiveness, 8x15 inches in size. The front cover was designed by Mrs. A. B. Commons, well-known in State art circles, who, before moving her residence to Cocoanut Grove, was located in Sanford.

The twelve separate pages devoted to the calendar months are bound with silk, enabling it to be hung on the wall and readily referred to by those desiring information of the various flowers and shrubs that can best be planted in any particular month. According to Mrs. Wright, the idea for a calendar of this kind was prompted by a lack of information on this subject. Catalogs issued by the majority of prominent seed houses, Mrs. Wright declared, give information on proper monthly and seasonal plantings in the

north but do not give similar information for Florida. The newcomer to Florida, Mrs. Wright further declared, when planning a flower garden, is soon made aware of the wide dissimilarity between the proper time for planting in the north and in Florida.

The Calendar which Mrs. Wright has prepared gives the names of various shrubs and ornamentals that are in bloom in central and southern Florida at different months and also tells when they are planted, and, in addition, gives the names of annuals and shrubs that may be successfully planted in a particular month. Accompanying this information is brief and simple cultural directions and other information concerning them.

The fact that a great number of these calendars have been disposed of in Sanford since their publication testifies to the desire for information of this kind by those interested in civic beautification. Two thousand of these calendars were printed as the initial issue and to date the majority

of them have been sold in Sanford.

The commendations which Mrs. Wright has received from other sections of the state indicate that many thousands of these calendars will shortly be distributed. The Woman's Club has placed a nominal charge of \$1.00 for the Calendar and the proceeds from the sale of them will be used to pay off the indebtedness incurred when the organization built its Club House.

It is the hope of the Woman's Club of Sanford that these Calendars may be immediately utilized by a great many people throughout the state, as the season for the making of a garden properly begins late in September. The page in the calendar devoted to October goes into a great deal of detail as to varieties suitable for October planting, as the Florida season for these is exactly the reverse of that in the north.

Sunlight will rout disease germs as nothing else will.

ONLY BLUE GOOSE WATCH IN COUNTRY PRESENTED TO FRANK K. ANDERSON

Frank K. Anderson is now the possessor of what is said to be the only "Blue Goose" watch in the world, bearing the famous goose of that widely known and advertised trademark in color made into the case. It is otherwise a beautiful Howard watch; and inside the case carries the inscription, "To Frank Kay Anderson in Appreciation for Services, from the American Fruit Growers, Inc."

It was presented to Mr. Anderson says the Orlando Reporter-Star, by Frank L. Skelly, manager of the American Fruit Growers, Inc., in Florida, and R. B. Woolfolk, chairman of the board of the national organization of that name, in the presence of a number of employees and former associates of Mr. Anderson's. The latter suitably expressed his appreciation for the remembrance, saying that his best wishes must always go with the American Fruit Growers, Inc., and with Mr. Skelly in their efforts in behalf of the growers of Florida, even though his own attention is now directed to other affairs.

Mr. Anderson resigned from the American Fruit Growers, Inc., to become director of sales of the Walter

W. Rose Investment Co., on November first. The delay in making the presentation, it developed, was due to the necessity for having the watch case specially manufactured in order to incorporate the famous Blue Goose into the case.

At the Ad Club meeting in the evening, Karl Lehman took possession of the gift and explained it to the gathering, somewhat to the confusion of President Anderson, who was presiding.

Mr. Anderson's recent entry into the real estate field terminated a number of years of service in connection with the marketing of Florida citrus fruits, and their advertising, in which capacity he is one of the well known men in the state. A native Floridian, he is widely known in all sections of the state. However, thirteen years active experience in the advertising field in Chicago make him almost as well known in advertising and publishing circles over the country.

LANSDEN AND SPRINGER RESIGN AGRI. EXT. WORK

Recent resignations from the Florida Agricultural Extensions Division include those of H. B. Lansden, poultry specialist, and John R. Springer, field specialist and truck and diseases of truck.

Professor Lansden has gone to Duval County to join the staff of Agricultural workers of that county which has been made possible through the program of farm expansion recently inaugurated there. However, he is still technically connected with the Gainesville institution. But his work is limited to Duval.

Professor Springer has returned to the work of the State Plant Board from which he was employed to work with the Agricultural Extension Division. He will be located at Orlando.

Both of these resignations were effective December 1. Sincere regret at the departure of these specialists has been expressed by officials in charge, as they were considered efficient and hard workers. The poultry position was filled on December 15 by Norman R. Mehrof of South Carolina. Professor Springer's position has not been filled.

Why not take stock once a year of the amount and value of all lands, machinery and equipment, livestock, buildings, fences, crops, etc., on the farm? A merchant takes stock of his goods. The first of the year is a good time to do this.

The culture of grapes is growing in importance in Florida.

\$515 Profit From 1 Acre of Cavendish Bananas Before Fruit Appeared

Write for Banana Booklet

We shall be glad to send you, without obligation on your part, an interesting booklet about Cavendish Bananas, and the profits made in growing them.

Offices in principal
Florida Cities:

St. Petersburg
Tampa
Lakeland
Orlando
Jacksonville
Winter Haven

If a man told you that he had realized a profit of \$515 from one acre of oranges, or grapefruit, within seven months of planting his trees, and before any fruit appeared, you would doubt his sanity.

Yet, this is exactly what has been done on one acre at the Taylor-Alexander Peace Valley Plantations, at Winter Haven.

ACRE PLANTED IN MARCH

This plantation was bought early last Spring, and the first acre was planted in March. Up to October, the original 400 Cavendish Banana plants on this one acre had produced "off-shoots," or bulbs, for planting additional acreage, that brought the owner of this acre \$515.

Write or call at one of our offices for full particulars about the enormous profits that have been made, are being made and can be made by you from growing Cavendish Bananas. Our five acre plantations, fully planted and cared for, can be obtained on an easy payment plan.

Own A Banana Plantation

For a Monthly Income!

Florida's Original Banana Plantation Developers

Taylor-Alexander Company

Commercial Banana Plantations

Winter Haven, Florida

Yes, They Are Growing Bananas In Florida

Many years ago the Cavendish banana was brought to Florida, and it has been growing and thriving in spite of the fact that until recently no attention has been given to it. A few years ago, however, interest began to be manifested in bananas and the idea of growing bananas in Florida on a commercial basis was conceived. Va-

Canary Islands have been supplying England, France and Western European markets. The same Cavendish banana has been successfully grown in the Hawaiian Islands, and because of its superior flavor, is preferred in the Pacific Coast markets, to the tropical bananas from Central and South America.

Two years ago, the Florida Banana Growers' Association was organized in Bartow, with a mere handful of people present. At the last meeting of the Association, held just recently, over 500 banana growers and people interested in banana culture were present, at Winter Haven. At this recent meeting in Winter Haven, great interest was shown in the Taylor-Alexander Plantations, which are said to be the largest in the state.

The Taylor-Alexander Company was organized several years ago and immediately formulated plans for commercializing banana growing in Florida. The company now owns and controls nearly 10,000 acres of rich soil in the Peace River Valley section, and in conjunction with hundreds of

individual growers in this section, are bringing about the recognition of banana growing as one of Florida's most profitable agricultural enterprises. The Cavendish banana has been selected by the Taylor-Alexander Company as the banana best suited for commercial growing and they are planting this banana on their plantations. Experiments have shown them that the Cavendish banana is the most profitable for commercial purposes. It thrives in the sub-tropical climate of Polk County and has proved to be a hardier and healthier plant than other varieties, and because of its small stature, can be planted very thickly. In fact, the Cavendish Banana is planted four hundred plants to the acre.

Another advantage of the Cavendish Banana is that it matures very rapidly and fruit may be expected within a year from the date of planting. In spite of the small size of the Banana plant, the Cavendish Banana itself is a large and luscious fruit and the bunches are full size, weighing from



rious far-sighted individuals began experimenting with different species of bananas and found that the banana apparently best adapted to Florida's sub-tropical climate is the Cavendish, although varying degrees of success were met with in developing the Lady Finger and Hart varieties.

The common banana is a native of India, and the Cavendish is a native of the Indo-Chinese region. The banana itself dates back so far that we can assume that it was one of the first plants that man brought under cultivation. At any rate, it was distributed over the old world tropics by man before the dawn of written history.

About a hundred years ago, a Catholic Priest brought the Cavendish Banana to the Canary Islands. This banana thrived in the mild sub-tropical climate and developed to such a degree that for nearly a century, the



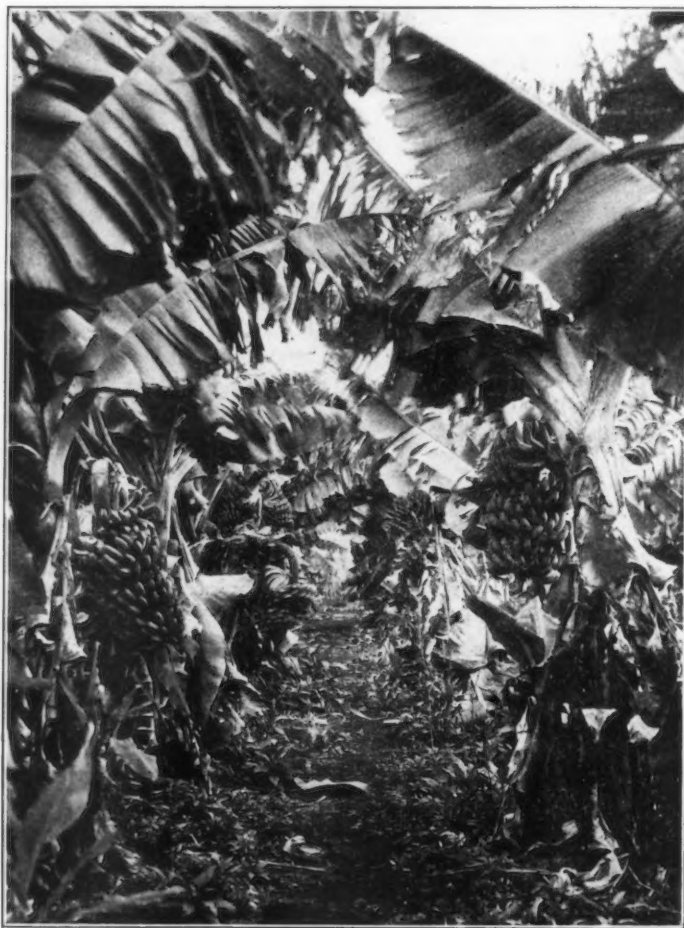
Sixty-four

forty to one hundred pounds each.

At the present time the nursery end of Banana growing is proving very profitable. Each banana plant sends up from four to fifteen off-shoots or sprouts each year. These sprouts are used for planting additional acreage and, with the present activity in growing Bananas throughout the state, these sprouts are at a premium. At the present time they are eagerly

THE CITRUS INDUSTRY

of a tropical blight. The U. S. Government, to protect Florida banana growers has placed an embargo on banana plantations of Florida are held immune. While the entire country has been singing "Yes we have no Bananas" for the past two years, the Taylor-Alexander Company has been preparing to meet this with a new song entitled "Yes we are growing Bananas." And the Cavendish



sought at fifty cents and more apiece. One of the individual plantations planted by the Taylor-Alexander Company last spring produced sprouts on one acre, within seven months after planting, that brought the plantation owner \$515. It is therefore, seen that the nursery end of Banana growing is highly profitable.

Great interest has been aroused throughout the country in growing Bananas, and Florida is looked to for the future supply of this palatable fruit. Importations of Bananas from Central America and South America have been on a steady decline for the past three years, due to the ravages

bananas that are being grown in Florida, which will eventually supply the whole United States, are richer and riper than any banana that the country has here-to-fore known.

PRUNING PECAN TREES MAY PREVENT DISEASE

Pruning is an effective means of controlling diseases of the pecan tree. Dead wood harbors both insects and fungous diseases and should be kept cut out of the tree. Cut it out and burn, is the advice of Dr. O. F. Burger, plant pathologist of the Florida Experiment Station.

Pruning should be done before the leaves fall, or as soon thereafter as possible. This enables the grower to detect dead or diseased twigs and branches which might easily be overlooked after all leaves have fallen.

Dead or diseased parts of the pecan tree should be pruned well back into the healthy wood. Where large branches are cut off the wounds should be painted with some substance such as bordeaux paste, grafting wax, carbolineum or paint which will prevent evaporation and reinfection.

In pruning, cuts should be made close to the main branches so that no stubs will be left. Stubs usually die back and offer opportunity for reinfection, provide easy places for the fungi to harbor and live. All pruned parts should be burned immediately to destroy fungi and insects clinging to the wood.

Piling and burning the leaves that fall from the pecan tree is advocated by many growers, in that it kills the spores of disease that may be troubling the tree and its fruit. However, this destroys much valuable humus that the soil needs. Unless the trees are known to be very seriously infected by disease, it is believed that satisfactory results will be secured by simply plowing the leaves under. The plowing should be as deep as possible not to cut too many roots.

Farm machinery that is taken care of when not in use and put in good condition by repairing and painting will last twice or three times as long.

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Clearwater==Florida West Coast==On the Gulf

Clearwater's permanent population has doubled in the past two years and it is conservatively estimated that it will more than double in the next eighteen months. This estimate is based principally upon the fact that within a year the new million dollar free causeway will be nearing completion. The bonds for this gigantic structure were voted on September 16th by a majority of 356 to 42, manifesting the splendid spirit of progressiveness existing in this substantial but wide awake community. The free causeway will be 100 feet in width and will be an extension of Cleveland Street, Clearwater's principal business thoroughfare. The first 500 feet of this free causeway will be made up of a municipal pier extending 500 feet into the waters of Clearwater Bay. A concrete bridge span with a draw will make up the next of the 1000 feet and the balance of the entire length of the causeway of approximately 7,000 feet will be built of a sand fill 100 feet wide on top with a 12 to 1 slope on either side. All details such as a 32-foot paving, curbs, sidewalks, parkways with palms and the latest modern lighting system have been included in the estimate. This causeway will displace the old wooden toll bridge now in existence at the north end of the city. At the other end of Cleveland Street and running east through the entire width of the county to the waters of Tampa Bay will extend a Gulf-to-Bay Boulevard 80 feet in width, so that when the causeway and boulevard are both completed one will be able to drive over a perfect driveway from 80 to 100 feet in width from Clearwater Beach on the Gulf to the shores of Old Tampa Bay, where a large city dock is also to be built out of this bond issue. Already tremendous enhancement in value of property bordering upon and in the vicinity of Clearwater proper has gone into effect as a result of this tremendous development.

The three million dollar road program of Pinellas county is nearing completion so that motoring will be a chief form of recreation and pleasure to Clearwater winter visitors.

Clearwater Beach is one of the finest surf bathing beaches in the

country. This popular watering place is located but two miles from the heart of the city and is being rapidly developed for home sites as well as a rendezvous for pleasure seekers.

A tremendous development is certain to follow the beginning of construction work on the free million dollar causeway. Surf bathing is enjoyed here twelve months in the year and one of the biggest assets of Clearwater Beach is that there is no undertow whatsoever. One may bathe at any point along the water front stretch of three miles in perfect safety.

Clearwater is not only developing as a popular winter and summer resort but as a year round business city. The public buildings and various institutions, its schools, theatres, hospitals, etc., would do credit to any city of five times its size. Pinellas County, of which Clearwater is the county seat, is practically surrounded by water and Clearwater proper is located on the highest elevation of the entire Florida coast. This county produces over 2,000,000 boxes of grapefruit and oranges annually and this rolling back country with its home

developments and beautiful groves
is indeed a wonderful sight.

FLORIDA CITRUS AND
FOOD PRODUCTS CO.
BUILDING FACTORY

The Florida Citrus and Food Products Company, capitalized at \$150,000, has been organized and a factory is being erected at Largo where citrus fruits in large quantities will be canned during the present season. The plant is to be ready by January 15. In the season when citrus fruits are not available, vegetables, fish, etc., will be canned and dehydrated.

Senator John S. Taylor was said to be a stockholder in the company as is also Swinson McMullen, J. S. Johnson, G. D. McMullen, L. L. Wadford and other leading citizens of Largo.

A. M. Mackey, formerly connected with the McConoegge Company, Lofscroft, England, manager for eight years of the largest plant of the kind in that country, has been secured to look after the operation of the Largo plant.

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